



The 2014 Best New Product Award Winners announced

More than 90,000 Canadians chose 2014’s best new products in Canada’s largest consumer study

January 14, 2014 (Toronto, ON) – Today BrandSpark International announced the winners of their 2014 Best New Product Awards (BNPAs). Now in its eleventh year, the BNPAs are Canada’s largest and most credible consumer-packaged goods (CPG) awards program. This year Canadians voted 88 products as winners in the Food & Beverage, Health & Beauty, Household and Kids categories. Winning products were 100% determined by the feedback of more than 90,000 Canadians who participated in the BrandSpark Canadian Shopper Study.

The BrandSpark Canadian Shopper Study is Canada’s most comprehensive source of insights about the shopping habits of Canadians. Now in its eleventh year, the study surveys Canadians about their everyday purchasing decisions and their attitudes towards such topics as food and nutrition, health, media habits, the economy, the environment, and new technology. For more information about 2014 consumer-shopping trends, please visit www.BestNewProducts.ca.

“The Best New Product Awards are 100% consumer voted. It’s the real People’s Choice Awards for products we buy everyday,” said Robert Levy, President and CEO of BrandSpark International and Founder of the BNPAs. “When shoppers purchase a Best New Product Award winner it means that they’re buying a product that has been tried and endorsed by thousands of Canadians just like them.”

2014 Best New Product Awards Food & Beverage Winners

| Category | Winning Product |
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| Alcoholic Cooler | Bacardi Real JÜS |
| Baking Ingredient | Robin Hood Nutri Flour Blend Tastes Like White |
| Beer | Bud Light Lime-A-Rita |
| Bread | Country Harvest Flax and Quinoa Bread |
| Breakfast Food | belVita Breakfast Oat & Honey Biscuits |
| Canned Seafood | Gold Seal Sockeye Salmon Skinless/Boneless |
| Cereal | Honey Nut Cheerios Hearty Oat Crunch |
| Chocolate | Aero Big Bubble Bars |
| Cooking Sauce | Club House Mesquite Marinade |
| Cooking Stock | Knorr Homestyle Reduced Sodium Chicken Stock |
| Dessert Mix | Betty Crocker Ultimate Chocolate Cupcake Mix |
| Fresh Packaged Meat | Pillar’s Simply Free Smoked Breakfast Ham |
| Frozen Entrée | VH Steamers Sweet & Sour Chicken |
| Frozen Fish | High Liner Pan Sear Traditional Haddock |
| Frozen Packaged Meat | Maple Leaf Prime Stuffed Chicken Breasts |
| Frozen Pizza | Dr. Oetker Panebello Mediterranean Pizza |
| Frozen Pops | Fruttare Fruit Bar |
| Gluten Free Product | Robin Hood Nutri Flour Blend Gluten Free |
| Greek Yogourt | Silhouette Greek Yogurt |

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| Juice | Tropicana Orange & Mango |
| Liquid Drink Mix | Crystal Light Liquid Drink Mix |
| Meat Alternative | Amy's Pizza Italiano |
| Mints | Tic Tac Arctic Rush |
| Pasta Sauce | Maison le Grand Pesto Sauce |
| Rice | Tilda Steamed Basmati Rice |
| Salad Dressing | Renee's Fat Free Caesar Dressing |
| Savoury Snack | Triscuit Made with Brown Rice |
| Seasoning | Old El Paso Mild Taco Seasoning Mix |
| Snack Bar | Nature Valley Protein Bar |
| Spread | Philadelphia Chocolate Cream Cheese |
| Yogurt | IÖGO 0% with Stevia Extract |

2014 Best New Product Awards Health & Beauty Winners

| Category | Winning Product |
|------------------------------|---|
| Adult Powered Teeth Cleaning | Oral-B Deep Sweep 1000 Electric Toothbrush |
| Adult Vitamin | Centrum FlavourBurst |
| Anti-Aging Facial Care | Neutrogena Rapid Tone Repair SPF 30 Moisturizer |
| Body Moisturizer | Vaseline Spray & Go Moisturizer |
| Body Wash | Soft Soap Citrus Splash & Berry Fusion |
| Condom | Trojan Naked Sensations Pure Pleasure Latex Condoms 10s |
| Digestive Health | Bio-K+ Travel Protection Probiotic Capsules |
| Foundation | Maybelline New York Fit Me Shine-Free Foundation Stick |
| Fragrances for Women | Lady Gaga Fame Parfum |
| Hair Colour | Garnier Olia Oil Powered Colour |
| Hair Removal | Veet Facial Precision Wax & Care |
| Hair Styling | Marc Anthony Oil of Morocco Argan Oil Volumizing Mousse |
| Hair Treatment | Marc Anthony Oil of Morocco Argan Oil Deep Hydrating Conditioning Treatment |
| Lip Balm | Maybelline New York Baby Lips Electro Moisturizing Lip Balm |
| Lipstick | Revlon Super Lustrous Lipstick |
| Mascara | CoverGirl Clump Crusher |
| Medicated Throat Lozenge | Cepacol Sensations |
| Men's Body Spray | Axe Apollo Deodorant Body Spray |
| Men's Facial Care | Gillette Fusion ProGlide Sensitive Shaving Gel |
| Men's Razor | Gillette Mach3 Sensitive |

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| Men's Shower Product | Old Spice Wild Collections Body Wash |
| Men's Underarm Protection | Axe Apollo Deodorant Stick |
| Mouthwash | Listerine UltraClean |
| Pain Relief | Advil Cold & Sinus Liqui-Gels |
| Personal Lubricant | Trojan Continuous Silkiness Personal Lubricant |
| Shampoo & Conditioner | Garnier Fructis Triple Nutrition Fortifying Shampoo & Conditioner |
| Sleep Aid | Tylenol Nighttime Sleep Aid |
| Tampon | U by Kotex Sleek |
| Toothpaste | Sensodyne Repair & Protect |
| Topical Pain Relief | Salonpas 12 Hour Pain Relief Patch |
| Upset Stomach Remedy | Pepto-Bismol To Go |
| Vibrating Massager | Durex Play Vibrating Bullet Personal Massager |
| Women's Razor | Venus & Olay Razor in Sugarberry |
| Women's Underarm Protection | Lady Speed Stick Power Antiperspirant |

2014 Best New Product Awards Household Winners

| Category | Winning Product |
|-------------------------------|--|
| Air Freshener | Air Wick Car Filters & Freshens |
| Automatic Dishwasher Pod | Finish Quantum Lemon Sparkle |
| Bathroom Cleaner | Lysol Power & Free Bathroom Cleaner |
| Candle Air Freshener | Air Wick Colour Changing Candles |
| Cat Litter Product | Arm & Hammer Cat Litter Deodorizer |
| Dog Food & Snack | Cesar Dry Roast Chicken Flavour Dog Food |
| Fabric Care | Snuggle Free Clear Fabric Softener |
| Hand Soap | Lysol Foam Hand Wash |
| Household Convenience | Glad Odour Guard Trash Bags with Febreze Freshness |
| Household Paper | Bounty Duratowel Paper Towel |
| Laundry Stain Remover | Resolve Oxi-Action Crystal White Powder |
| Liquid Laundry Detergent | Tide plus Febreze Freshness Sport Liquid Laundry Detergent |
| Multi-Purpose Adhesive | LePage 100% Glue |
| Multi-Purpose Cleaner | Lysol Power & Free |
| Single Dose Laundry Detergent | Purex UltraPacks |

2014 Best New Product Awards Kids & Baby Winners

| Category | Winning Product |
|------------------------------|---|
| Baby Formula | Enfamil A+ Grab and Go Single Serve Packet |
| Baby and Kids Shampoo & Wash | Dial Kids Body & Hair Wash |
| Baby Wipe | Pampers Natural Clean Baby Wipe |
| Children's Vitamin | Centrum FlavourBurst Kids |
| Diaper | Pampers Baby Dry |
| Kids Sunscreen | Coppertone Water Babies Sunscreen Mousse SPF 60 |
| Kids Toothbrush | Colgate Barbie Kids Manual Toothbrush |
| Kids Toothpaste | Colgate Kids Barbie |

About the 2014 BrandSpark Canadian Shopper Study

The 2014 BrandSpark Canadian Shopper Study sample was weighted to conform to the PMB national profile of household grocery shoppers. Companion studies are conducted in the United States, Mexico, China, Brazil, France, Germany, the United Kingdom, Turkey, Russia, Taiwan and Japan.

About BrandSpark International

BrandSpark International is a leading brand, marketing and product innovation research company. Its comprehensive and innovative research approach gets at the heart of how consumers think, why they act the way they do, and what clients need to do about it. With expertise in retail and leisure categories and an exclusive relationship with the Best New Product Awards, BrandSpark has a deep global perspective on the drivers of innovation unlike any other research company. For more information, visit www.BrandSpark.com.

- 30 -

Artwork is available for download at www.JeffersonDarrell.com.

For interview requests, to receive additional information about 2014 Best New Product Award winners, Canadian consumer trends or for more information about the BrandSpark Canadian Shopper Study, please contact:

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