

*** For Immediate Release ***

The Best New Product Awards welcomes Walmart Canada as exclusive retail partner for 2013

Toronto, ON (September 27, 2012) – Canada’s most credible and trusted consumer packaged goods (CPG) awards Program, the Best New Product Awards (BNPAs), welcomes Walmart Canada as its exclusive retail partner. This new partnership will promote the 2013 BNPA winners to millions of Canadians across Walmart’s network of more than 335 stores.

“As Canada’s most shopped retailer, our customers expect us to carry the newest and greatest products—and we do,” said Emma Fox, Walmart Canada’s Senior Vice President of Marketing. “Our partnership with the Best New Product Awards allows us to showcase these items and solidify our role as a destination for innovation.”

This new partnership will see flyer, online support and in-store promotions for Best New Product Award winners across all award categories – Health & Beauty, Food & Beverage and Household Products – nationally among Walmart’s network of stores.

“Walmart is a leader in Canada’s retail landscape. Their stores are Canadian shoppers’ top choice to obtain the best brand name products at the best prices,” said Robert Levy, BNPA Founder and President of BrandSpark International. “This new partnership distinguishes the BNPAs from all other awards programs in Canada – it’s the perfect marriage.”

Since 2003, the Best New Product Awards has grown to become a highly sought-after award in the CPG sector. The BNPAs are no longer exclusive to Canadians; the program has successfully expanded to the U.S., Mexico and Turkey, with further expansion plans in the works for 2013.

Walmart Canada joins leading Canadian media partners of the Best New Product Awards including founding magazine partners *Canadian Living* and *Coup de Pouce*, Shaw Media (*Global Television*, *Food Network*, *HGTV*, *History Channel* and *Slice*), Metro News, Astral Media Outdoor, Newad Indoor Media, Play Taxi Media, *Strategy Magazine* and *Grocery Business Magazine*. Sample Source has also signed on as the exclusive BNPA sampling partner. Finally, Wilfrid Laurier University will again be lending their research expertise and analysis to the BrandSpark Canadian Shopper Study.

About BrandSpark International

BrandSpark International is a leading marketing and product innovation research company. Its comprehensive, innovative research approach gets at the heart of both *why* consumers think and act the way they do, and *what* brands need to do about it. An exclusive relationship with Best New Product Awards provides BrandSpark with a deep global perspective on innovation drivers unlike any other research company. www.BrandSpark.com

About Walmart Canada

Walmart Canada operates a growing chain of more than 335 locations nationwide serving more than one million customers each day. With nearly 90,000 associates, Walmart Canada is one of Canada's largest employers and is recognized by Waterstone Human Capital as having one of Canada's top 10 corporate cultures. Walmart Canada is focused on helping Canadian families in need. Since 1994, Walmart has donated and raised more than \$160 million to Canadian charities and not-for-profit organizations. Additional company information can be found at walmartcanada.ca, facebook.com/walmartcanada and at twitter.com/@walmartcanada. Online merchandise sales are available at walmart.ca.

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For more information, please contact:

BrandSpark International
Robert Levy | 647-727-4576
RLevy@BrandSpark.com

JDA (Jefferson Darrell & Associates)
Jefferson Darrell | 416-357-0234
JDA@JeffersonDarrell.com

Walmart Canada
Felicia Fefer | 905-821-2111 ext. 74466
ffefer@wal-mart.com