



Better Homes and Gardens Presents The 2010 BEST NEW PRODUCT AWARDS Powered by BrandSpark International

National Program Announces Call for Entries – Results Will Reveal Top Picks and Key Insights into the Minds of American Grocery Shoppers

NEW YORK, NY (May 11, 2009) — Better Homes and Gardens today announced that it will again join forces with leading market research firm BrandSpark International to launch the 2010 Best New Product Awards and the American Grocery Shopper Study. Through an independent study of 50,000 American grocery shoppers, the awards will be given in the food, personal care and household categories.

Now in its second year in the U.S. and seventh year in Canada, the Best New Product Awards and the companion American Grocery Shopper Study provide manufacturers, marketers and consumers a barometer of what products, trends and innovations are most important to shoppers today.

Better Homes and Gardens magazine will share the results with its more than 39 million readers in the magazine and online at www.bhg.com.

The Best New Product Awards is the only consumer awards program that ensures representation from the country's top brands and products, making it truly a vote of America's best. The American Grocery Shopper Study surveys more than 50,000 U.S shoppers, to reveal key findings in the areas of current and future spending habits, brand preferences and attitudes.

"We are excited to partner with BrandSpark for a second year" says Better Homes and Gardens VP/Group Publisher James Carr. "The program provides a unique opportunity for consumers to share peer-to-peer product reviews, and marketers to stay on top of what matters most to today's grocery shoppers."

In 2009, the Best New Product Awards represented more than 75 products from approximately 40 manufacturers including Procter & Gamble, L'Oreal, Unilever, Clorox, Hershey's, Coca Cola, Arm & Hammer, Ocean Spray and many more.

"The program offers the unique benefits of a large independent consumer study and the leadership of one of America's most trusted brands - Better Homes and Gardens." says Robert Levy, President of BrandSpark International. "Independent research* demonstrated that including the Better Homes and Gardens Best New Product Awards logo generates an incremental 14% lift in "purchase intent" compared with a package that advertised "new."

"We are thrilled that Olay was recognized by the Best New Product Awards," says Jay Sethi, Olay Assistant Brand Manager, Procter & Gamble. "We believe that the rigor and depth of the Best New Product Awards study, along with the Better Homes and Gardens program endorsement, will resonate with women across the U.S."

2010 Entry Details

Any product launched after May 1, 2008 is eligible for the 2010 Best New Product Awards. Early registration ends June 30 and final registration closes August 31st. For more information about the program and details on how to register visit www.BestNewProductAwards.biz. To see winners of the 2009 program please visit www.BestNewProductAwards.com

About BrandSpark International

BrandSpark International is an independent market research and brand strategy firm with a strong grasp on North American consumer segmentation, innovation, new product research and consumer trends. www.BrandSpark.com

About Better Homes and Gardens

Better Homes and Gardens is America's largest enthusiast magazine, fueling and satisfying readers' desire for improving their homes and their lives. With a circulation of 7.6 million and a readership of nearly 40 million, Better Homes and Gardens delivers smart, approachable editorial on design and individual style, decorating and gardening, food and entertaining and personal and family well-being.

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Best New Product Awards

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