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***EGGLAND'S BEST RECEIVES BETTER HOMES AND GARDENS
BEST NEW PRODUCT AWARD FOR SECOND YEAR IN A ROW***

America's No.1 Branded Egg Wins "Best New Product" in Dairy Category

February 3, 2012 (Cedar Knolls, NJ) – *Better Homes and Gardens* magazine announced their picks for the best new products of 2012, and awarded Eggland's Best eggs as the dairy category winner for the second year in a row, recognizing their recent nutritional improvements, including increased levels of Vitamins B2, B5 and B12.

The 2012 "Best New Product" award winners are determined from the BrandSpark International/*Better Homes and Gardens* American Shopper Study, that surveys more than 66,000 independent consumers across 67 categories, and ranks products based on product appeal and re-purchase intent.

"We are thrilled to be the recipient of an award that is determined solely by consumer votes," said Charles Lanktree, President and CEO of Eggland's Best. "It is an honor to be recognized as the best egg in our category."

Launched in 2003, the Best New Product Awards have grown to become the most credible Consumer Packaged Goods awards program in North America. Operating for the past nine years in Canada and for four years in the United States, the Best New Product Awards are North America's pre-eminent gauge of habits, trends and key insights into the minds of consumers.

"With thousands of products launched every year, it is no wonder Americans look to independent consumer endorsements like the Best New Product Awards when making their purchase decisions," says Robert Levy, President of BrandSpark International, the market research firm responsible for developing and managing the Best New Product Awards. "Winning a Best New Product Award means that many independent consumers have purchased and endorsed Eggland's Best as the best in its category."

As a result of the all natural, vegetarian hen feed and rigorous quality assurance program, Eggland's Best eggs deliver superior taste, quality and nutrition. They have 25 percent less

saturated fat, twice the amount of Vitamin D and Omega-3s than ordinary eggs, and are a good source of Vitamins B2 (riboflavin), B5 and B12. In addition, Eggland's Best eggs have a harder shell, plumper yolk and are creamier in consistency compared to ordinary eggs.

For more information about Eggland's Best, visit www.EgglandsBest.com

About Eggland's Best Eggs

Eggland's Best is the No. 1 branded egg in the U.S. and is an excellent source of Vitamin D, E, and B12 and a good source of riboflavin. EB eggs have 25 percent less saturated fat and more than two times the Omega-3 than ordinary eggs. Eggland's Best eggs are the recipients of many awards including the Gold Medal for superior taste, appearance and freshness from The American Masters of Taste; The American Culinary Federation's Gold Seal of Approval; the Good Housekeeping Seal from Good Housekeeping Research Institute; *Best Grab-and-Go Breakfast Food* by *Health* magazine (2011); one of the *Top 125 Foods for Men* in the *Men's Health* annual nutrition awards for seven consecutive years (2005-2011); "Best Egg" by *Men's Health* magazine on their list of Top 20 Organic Foods (2010); one of the top *125 Best Packaged Foods For Women* according to *Women's Health* magazine two years in a row (2010-2011); one of the *25 Healthiest Foods for Women* by *Prevention* magazine (2010); a top five "superfood" picks according to *American Baby* magazine (2010); and the National Health & Wellness Club Stamp of Approval for flavor, quality and nutrition.

The distinctive "EB" stamp on the shell assures consumers that the eggs meet the highest standards of taste, nutrition and quality. Eggland's Best hens are fed a strictly controlled, high-quality, all-natural, all-vegetarian diet without added hormones, antibiotics or steroids of any kind. EB eggs are available in large, cage free and organic varieties, and are certified as Kosher. For more information, visit www.EgglandsBest.com.

About BrandSpark International

BrandSpark International is an independent market research and brand strategy firm with a strong grasp on consumer segmentation, innovation, new product research and global consumer trends. BrandSpark developed the Best New Product Awards program to be the most credible consumer voted awards program for Consumer Packaged goods. www.BrandSpark.com

About Better Homes and Gardens

Reaching nearly 40 million readers every month, the Better Homes and Gardens brand extends across the web, tablet, mobile, broadcast, broadband and numerous licensed products, serving and connecting women who are passionate about their homes and the lives they create there. *Better Homes and Gardens* inspires women to dream and gives them the confidence to move from dreaming to doing. For more information, visit www.bhg.com