



LEAN CUISINE® Market Creations Voted #1 in Healthier Meals

Entrees Win Better Homes and Gardens Best New Product Award



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SOLON, Ohio, Feb. 16, 2011 /PRNewswire/ -- Delicious meals that freshly steam in minutes for a premium dinner experience, LEAN CUISINE® Market Creations certainly live up to consumer expectations. With unique steaming pouches that lock in nutritious ingredients and help release delicious flavor, these new entrees created such a buzz with their 2010 launch that they recently received the *Better Homes and Gardens* Best New Product Award* in their healthier meals category.

Better Homes and Gardens Best New Product Awards is a 100% consumer-voted award spotlight focusing on the best and most appealing products of the last year conducted by leading market research firm, BrandSpark International. Winners in each category had to have the highest combined score on product appeal and re-purchase intent among those who had previously purchased the product. With thousands of products launched every year, LEAN CUISINE® Market Creations stood out from other products, winning best in its category and receiving direct endorsements from everyday shoppers.

"We were excited to introduce LEAN CUISINE® Market Creations and it's great to hear that the product has been so well received by consumers," said Christine Dahm, VP of Marketing for LEAN CUISINE®. "Each entree is crafted to feature premium, high quality ingredients, offering consumers a no-fuss dinner they can feel good about. And to hear that the line has been voted #1 in healthier meals lets us know that this product delivers on a variety of levels – taste, quality and nutrition."

Adding to their award-winning line of dinner entrees, LEAN CUISINE® Market Creations now includes two new recipes in addition to the other eight great-tasting dinner varieties:

- **NEW! Chicken Poblano** features chicken tenderloins with penne pasta, green beans, tomatoes, Poblano peppers, roasted corn and black beans in a chili cheddar sauce
- **NEW! Chicken Pot Stickers** features chicken pot stickers with green beans, red peppers, water chestnuts, edamame, orange and yellow carrots in a sweet chili ginger soy sauce

Available in the freezer section of supermarkets nationwide, LEAN CUISINE® Market Creations entrees have a suggested retail price of \$3.99. Visit the "Where to Buy" section on LeanCuisine.com to find a grocer near you and experience these no-fuss recipes today.

For additional information and a full list of *Better Homes and Gardens* Best New Product Award winners for 2011, please visit www.BestNewProductAwards.com.

*2011 Winner, Healthy Meals Category, Survey of over 50,000 people by BrandSpark International/*Better Homes and Gardens* American Shopper Study

About Nestle USA

Named one of "The World's Most Admired Food Companies" in *Fortune* magazine for thirteen consecutive years, Nestle provides quality brands and products that bring flavor to life every day. From nutritious meals with Lean Cuisine® to baking traditions with NESTLE® TOLL HOUSE®, Nestle USA makes delicious, convenient, and nutritious food and beverage products that enrich the very experience of life itself. That's what "Nestle. Good Food, Good Life" is all about. Well-known Nestle brands include: NESTLE® TOLL HOUSE®, NESTLE® NESQUIK®, NESTLE® COFFEE-MATE®, STOUFFER'S®, LEAN CUISINE®, HOT POCKETS® and LEAN POCKETS® brand sandwiches, NESCAFE®, NESCAFE® TASTER'S CHOICE®, NESTLE® JUICY JUICE®, BUITONI®, DREYER'S/EDY'S®, NESTLE® CRUNCH®, NESTLE® BUTTERFINGER®, WONKA®, DIGIORNO®, TOMBSTONE® and CALIFORNIA PIZZA

KITCHEN® frozen pizza.. Nestle USA, with 2009 sales of \$10.4 billion, is part of Nestle S.A. in Vevey, Switzerland — the world's largest food company with a commitment to Nutrition, Health & Wellness — with 2009 sales of \$99 billion. For product news and information, visit Nestleusa.com or NestleNewsroom.com.

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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:

Better Homes and Gardens serves and connects women who are passionate about their homes and the lives they create there. BHG inspires her to dream and gives her the confidence to move from dreaming to doing. For more information, please visit www.bhg.com.

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