

***** For Immediate Release *****

The Best New Product Awards Celebrates Ten Years

Canada's Leading CPG Awards Program announces call for entries

June 11, 2012 (Toronto, ON) — Today, the Best New Product Awards (BNPAs) announces that they are accepting entries for the 2013 Best New Product Awards. Celebrating ten successful years, the BNPAs are Canada's most prestigious and most coveted consumer packaged goods (CPG) award. Winning products are determined from an independent survey of more than 50,000 Canadian shoppers, making it the largest and most credible CPG Awards Program in Canada. BrandSpark International, a leading Canadian market research company, conducts the annual survey. Winners will be announced in early 2013 with awards given across three major categories: Health & Beauty, Food & Beverage, and Household Care.

The Best New Product Awards and the companion BrandSpark Canadian Shopper Study provide manufacturers, marketers and consumers with a barometer of what products, trends and innovations are most important to Canadian shoppers right now.

North America's Most Credible CPG Awards Program

The Best New Product Awards Program was founded ten years ago in Canada by Robert Levy, CEO of BrandSpark International, and the concept is going global as the BNPAs celebrate their fifth year in the U.S. and enter a second year in Mexico and Turkey. With the addition of Mexico, BrandSpark's North American Shopper Survey boasts continent-wide data about the everyday shopping habits of more than 129,000 North American consumers. "Our sample size is enormous," says Levy, "for 2012 we surveyed more than 53,000 Canadians, 66,000 Americans and 10,000 Mexican shoppers to deliver marketers a snapshot and comparison of North American consumer shopping habits." Plus, with more than 18,000 Turkish shoppers participating in 2012, the Best New Product Awards now has a strong base in Turkey. BrandSpark also conducts its Shopper Survey in the U.K., France, Germany, Brazil and China, giving marketers a unique global perspective.

A Recognized Symbol of Excellence

"The Best New Product Awards are a recognized seal of approval on store shelves in Canada," adds Levy. "Our research has shown that the Best New Product Awards is the most influential of all Canadian CPG awards programs with consumers coast to coast. In fact, the Best New Product Awards logo can drive retail sales by 18%. In addition, the inclusion of a BNPA logo on packaging and in advertising influenced 38% of shoppers' purchase intent versus a product simply advertised as 'new'."

The Best New Product Awards is the only consumer awards program that ensures representation from the country's leading consumer packaged goods brands and products, and is 100% consumer voted, making it truly a vote for Canada's best as chosen directly by shoppers themselves.

"I've found value in leveraging the Best New Product Awards logo for our in store support as well as leveraging the 360 degree Program that the Award brings to support our innovation even further," says Sharon Joseph, GlaxoSmithKline.

The BNPAs also conduct its own extensive media campaign, led by industry leading partners: *Canadian Living, Coup de Pouce, Metro, Astral Out-of-Home, Newad, Sample Source* and Shaw Media (*Global, Slice, HGTV, Food, and History*). "Last year's campaign reached 84% of women aged 25-54 nationally," adds Levy. "In addition, our PR campaign reached more than 18.7 million Canadians."

In 2012, the Best New Product Awards included more than 165 products from more than 40 manufacturers, including: Procter & Gamble, General Mills, Unilever, Coca Cola, Kraft, SC Johnson, Parmalat, Pepsico, Maple Leaf, Nestle, Church & Dwight, Molson, Clorox and many more.

2013 BNPA Entry Details

Any product launched between January 1, 2011 and June 30, 2012 is eligible for a 2013 Best New Product Award. Early registration with special discount ends June 30, 2012 and final registration closes August 31, 2012. For more information about the program and details on how to register, visit www.BestNewProductAwards.biz/Canada.

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 the Best New Product Awards provides BrandSpark with a deep global perspective on innovation drivers unlike any other research company. www.BrandSpark.com

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