



BETTER HOMES AND GARDENS BEST NEW PRODUCT AWARDS ANNOUNCE 2010 WINNERS

Survey of 50,000 American Shoppers Reveals Top Picks

January 22, 2010 (New York, N.Y.) – The Best New Product Awards (BNPA) and *Better Homes and Gardens* announced today the winners of its U.S. shopper survey. 50,000 American shoppers revealed their top picks for the best new consumer products in the food, health & beauty and household categories. In addition, the survey revealed views on health, the environment, the economy, packaging, organics, media influences and more.

The Overall *Best in Show* for 2010 is **Olay Professional Pro-X Intensive Wrinkle Protocol**. A complete list of winners is below.

Better Homes and Gardens, the official consumer media partner, will share the results with its more than 39 million readers in the May issue of the magazine and online at www.bhg.com.

Conducted October 12th – December 8, 2009, the BNPA survey included key questions about individual product appeal, intent to repurchase, consumer confidence level, expected future spending habits, and a number of other insight provoking queries. This year, **135** products were evaluated, with **42** winners chosen from **55 leading manufacturers** in categories that included cereal, juice, ice cream, anti aging skin care, oral care, shampoo and household cleaners. Each category had a minimum of three products from at least two different manufacturers. In order to win, the product had to have the highest combined score on product appeal and re-purchase intent among those who had previously purchased the product.

Now in its seventh year in Canada and its second in the U.S., the BNPA is one of the largest North American consumer survey programs focused on new product development and innovation. The program is conducted by BrandSpark International, an independent brand strategy and market research firm (www.BrandSpark.com). The 2009 survey was executed simultaneously in Canada, allowing BrandSpark to provide comprehensive North American insights and key shopping trends. Global research services leader, SSI, provided the consumer sample.

“We are thrilled to present the second annual Best New Product Awards in the US,” says Robert Levy, President and CEO of BrandSpark International and Founder of the Best New Product Awards. With over 50,000 Americans participating in the survey, the BNPAs are an accurate gauge of consumer trends and attitudes, looking at a wide range of factors that influence decision-making.”

In addition to the winning products, the survey also revealed American shoppers are spending more time at home as a result of the current economic situation – that means they are looking even more for products they can use at home for their families – in fact – **7 in 10** American Shoppers like trying new products. **5 in 10** American Shoppers planning on eating out less and eating at home more. *The survey's complete findings will be issued in a separate release in early 2010.*

“*Better Homes and Gardens* is proud to once again be the official consumer media partner for the Best New Product Awards program in the U.S.” says James Carr, Vice President, Group Publisher of *Better Homes and Gardens*.

Winners: Best New Product Awards

Food Category Winners

Category	Product
Snack Bar	Quaker True Delights Granola Bar
Fruit Smoothie	*Yoplait Smoothie
Cereal	Post Selects Apple Caramel Pecan Crunch
Ice Cream	Breyers Smooth & Dreamy Ice Cream
Pasta Meal	Romano's Macaroni Grill Chicken Piccata With Angel Hair Pasta
Soup	Campbell's Select Harvest Light Soup
Sausage	Johnsonville Bold Beef Hot Links
Frozen Desert	Edwards Singles Hot Turtle Brownie with Ice Cream
Frozen Vegetable	Birds Eye Steamfresh Lightly Sauced Fresh Frozen Vegetable
Fortified Water	o Cal Sobe Lifewater
Cookie	Pillsbury simply Refrigerated Cookies
Better for You Snack	Kellogg's Special K Snack Crackers Multi-Grain
Hot Tea	Lipton Green Tea with Citrus
Deli Meat	Boar's Head EverRoast Chicken Breast
Sugar Substitute	NatraTaste Blue Sweetner
Side Dish	Old El Paso Side Dishes Fiesta Rice
Frozen Meal	DiGiorno's Crispy Flat Bread Pizza

***Best in Food Category**

Household Products Winners

Category	Product
General Cleaning	Pledge Multi Surface Cleaner
Toilet Bowl Cleaner	Lysol Power Toilet Bowl Cleaner with Lime & Rust Remover
Air Care	Febreze Flameless Luminary Air Fragrance
Laundry Cleaner	OxiClean Max Force Laundry Stain Remover Spray
Dish Soap	Dawn Pure Essentials Dish Soap
Household Cleaning Supply	Arm & Hammer plus OxiClean DirtFighters Odor & Dirt Eliminat
Dishwasher Detergent	*Cascade Complete All-in-1 Action Pacs
Fabric Softener	Downy Simple Pleasures
Dog Food	Kibbles 'n Bits Wholesome Medley Dog Food

***Best in Household Products**

Health & Beauty Winners

Category	Product
Toothpaste	Crest Pro-Health Enamel Shield
Lip Care	Chapstick Fresh Effects
Body Lotion	Vaseline Sheer Infusion with Stratys-3 Moisturizer
Toothbrush	Colgate Wisp Toothbrush
Women's Antiperspirant	Secret Flawless
Women's Razor	Venus Spa Breeze Disposables Razor
Shampoo	Pantene Pro-V Nature Fusion Shampoo
Anti-Aging Kit	*Olay Professional Pro-X Intensive Wrinkle Protocol
Anti-Aging Moisturizer	Olay Regenerist DNA Superstructure Cream SPF 25
Body Wash	Suave Naturals Wild Cherry Blossom Indulgent Body Wash
Cold Medicine	Tylenol Cold Multi-Symptom Nighttime
Cosmetics Face	Simply Ageless Foundation
Facial Cleaner	Olay Dual Action Cleanser + Pore Scrub
Nail Color	Sally Hansen Insta-Dri Fast Dry Nail Color
Conditioner	Suave Professionals Damage Care Conditioner
Kids Bath Care	Suave Kids 2-in-1 Free and Gentle Conditioning Shampoo

***Best in Health & Beauty Category and Overall Best in Show**

For more information about the Best New Product Awards program please visit www.BestNewProductAwards.biz

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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