

***** FOR IMMEDIATE RELEASE *****

**BrandSpark International
Presents
The 8TH Annual Best New Product Awards**

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

June 3, 2010 (Toronto, ON) — Today, BrandSpark International announced that they will again join forces with *Canadian Living* and *Coup de Pouce* to launch the 2011 Best New Product Awards (BNPAs) and the BrandSpark Canadian Shopper Study. Now in its eighth year, the BNPAs have grown to become a prestigious and highly sought after award in the consumer packaged goods sector. The results are tabulated from an independent survey of more than 25,000 Canadian shoppers, making it the largest and most credible consumer award program in Canada. Winners will be announced in early 2011, with awards being given in the food and beverage, health and beauty, and household categories.

The program was founded eight years ago in Canada by Robert Levy, President of BrandSpark International and is celebrating its third year in the United States. 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 today. “The 2010 study found that 65% of Canadians like trying new products, despite challenging economic conditions,” says Robert Levy, President of BrandSpark International. “The survey also revealed that some consumer behaviours are likely to revert to the pre-recession, such as eating out more. However some behaviours will likely remain hard wired, such as continuing to purchase private label/store brand products as viable alternatives to brand name products.”

“The Best New Product Awards have become a recognized symbol of excellence on store shelves in Canada,” adds Levy. “In fact, a market research study conducted by IMI International and BrandSpark demonstrated that the inclusion of a Best New Product Awards logo on packaging and in advertising influenced 38% of shoppers’ purchase intent versus a product advertised as ‘new’.”

Canadian Living and *Coup de Pouce* will share the results with their five million readers in English and French Canada, in both magazines and online. Additional media partners include *Strategy Magazine* and *Metro News*, both available in major Canadian cities. In addition to the media sponsors, Rexall Pharma Plus has signed on as the health and beauty retail partner for a second year. “Our readers tell us that they look forward to the magazine’s Best New Product Award issue every year,” says Lynn Chambers, Group Publisher, *Canadian Living*. “They continue to state that they like the fact that other Canadians have actually used and enthusiastically recommend the winning products.”

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

In 2010, the Best New Product Awards represented more than 144 products from approximately 60 manufacturers including: Procter & Gamble, General Mills, Unilever, Coca Cola, Kraft, SC Johnson, Parmalat, Pepsico, Maple Leaf, Nestle and many more.

“P&G remains committed to delighting our consumers with innovation. The Best New Product Awards is terrific because of the external credibility the awards provide, as well as the learning we obtain through BrandSpark’s in-depth research,” says Gord Meyer, Business Unit Director, P&G Canada.

2011 Entry Details

Any product launched after January 1, 2009 and before June 30, 2010 is eligible for the 2011 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.BestNewProducts.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.

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For more information, please contact:

Robert Levy, BrandSpark International
647-727-4576 | RLevy@BrandSpark.ca

Jefferson Darrell, JDA
416-357-0234 | JDA@JeffersonDarrell.com