



CONSUMER PACKAGED GOODS INVITED TO ENTER LARGEST INNOVATION SURVEY: 100,000 AMERICANS WILL NAME THE PRODUCT WINNERS FOR 2010

Product of the Year USA Accepting Entries for Second-Annual Awards Program

NEW YORK, April 15, 2009 – Consumer packaged goods are invited to join the ranks of Procter & Gamble, Unilever, Dr Pepper Snapple, Duracell, Oust, Pantene, Olay, Zyrtec, CoverGirl and other brands, by entering the 2010 Product of the Year USA awards. As the nation's largest consumer survey on product innovation, Product of the Year partners with leading global research company TNS to survey 100,000 American shoppers, who ultimately pick the winners in each category.

“The Product of the Year seal is a valuable shortcut for shoppers in search of the best products on today's supermarket shelves,” said Colleen Kelly, Managing Director of Product of the Year. “It not only saves consumers precious time and money at the store, but also helps companies and their products truly stand out for innovation and value.”

In a recent monthly Omnibus Express survey, TNS found that the Product of the Year logo on a package is 25% more effective at generating purchase interest from shoppers than the word “New!”

“Our research has found that the current economic uncertainty has people looking for products with better value and some level of consumer feedback and endorsement,” said Shannon Hazlett, Senior Manager, TNS. “Product of the Year pinpoints those particular products that resonate with 100,000 likeminded shoppers from across the country.”

Having earned the ultimate consumer endorsement, last year's 16 winners are now enjoying increased sales and media exposure as they incorporate Product of the Year into marketing efforts, in-store promotions, and advertising.

“With 45,000 products crowding our supermarket shelves, the average American shopper is looking for products that they can trust and have the recommendation of other shoppers – the POY logo is a safety net,” said Phil Lempert, The Supermarket Guru®. “Product of the Year is the ultimate distinction for the world of consumer packaged goods.”

Internationally, the Product of the Year logo has resulted in average sales increases of 10-15% for winning products, though higher increases are not uncommon. In the U.K., hair care category winners Pantene and Herbal Essences attributed 120% and 135% year-over-year sales increases respectively to their POY wins.

As product submissions and categories grow, Americans will once again vote on and select a new generation of product winners, which will be announced in January of 2010. Now in its 23rd year and in 28 countries globally, Product of the Year made its debut in the U.S., India and South Africa in 2008, and is also launching this year in Canada, Australia, and Japan.



All entries received by June 12, 2009 will receive a special registration discount. The final deadline to submit entries is July 31, 2009. To enter a product, and for more information, please visit www.productoftheyearusa.com.

About Product of the Year:

Product of the Year is the only consumer product award that rewards innovation and is voted on by real consumers. Established 22 years ago in France, POY currently operates in 28 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Backed by the votes of 100,000 consumers, the distinct red POY logo serves as shortcut for shoppers in the supermarket, saving them time and money. For manufacturers of the winning products, the award is a powerful marketing message proven to increase retail distribution and sales by an average of 10-15%. Product of the Year accepts entries every year from consumer packaged goods (CPG) that demonstrate innovation and were launched within the previous year. Entered products are then placed into specific categories such as food, beverages, personal care, household care, etc. with a product then being chosen as a winner in its category through a nationally representative online study. For more information visit www.productoftheyearusa.com.

About TNS:

TNS is a global market information and insight group. Its strategic goal is to be recognized as the global leader in delivering value-added information and insights that help its clients make more effective business decisions. TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improve understanding of consumer behavior. TNS is the world's leading provider of customized services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management and Retail & Shopper. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

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