



The Product of the Year USA Award Winners for 2009 Are Here!

*The Nation's 16 Most Innovative Consumer Packaged Goods Revealed
By Phil Lempert, The Supermarket Guru®, at the Rainbow Room in New York*

Recent Survey Finds Product of the Year Award Surpasses the Word "New" For Shoppers

NEW YORK – January 22, 2009 – Product of the Year USA (POY), the largest consumer-voted program in North America to recognize innovation among consumer packaged goods, tonight unveiled its 16 winning products and brands for 2009. Revealed by Phil Lempert, The Supermarket Guru®, at the Rainbow Room in New York, this year's winners were voted on by over 100,000 U.S. consumers:

- **AIR CARE:** Oust Surface Disinfectant & Air Sanitizer (SC Johnson)
- **BEVERAGES:** Canada Dry Green Tea Ginger Ale (Dr. Pepper Snapple Group)
- **BODY CARE:** Olay Spa Exfoliating Ribbons Body Wash (Procter & Gamble)
- **CHILD CARE:** Similac SimplePac (Abbott Nutrition)
- **COSMETICS:** COVERGIRL LashBlast Mascara (Procter & Gamble)
- **FROZEN FOODS:** O Organics Four Cheese Stone Baked Pizza (Better Living Brands)
- **HAIR CARE:** Pantene Pro-V Beautiful Lengths (Procter & Gamble)
- **HOME TECHNOLOGY:** Duracell Color Mini Charger (Procter & Gamble)
- **HOUSEHOLD PRODUCTS:** PUR Flavor Options (Procter & Gamble)
- **INSECT REPELLENT:** OFF! Smooth & Dry Aerosol (SC Johnson)
- **KID'S NUTRITION:** Mott's For Tots (Dr. Pepper Snapple Group)
- **MEN'S DEODORANT:** Degree Men Absolute Protection (Unilever)
- **OTC MEDICINE:** ZYRTEC® Allergy (McNeil Consumer Healthcare, Division of McNEIL-PPC, Inc.)
- **OUTDOOR PRODUCTS:** Kelsyus Original Canopy Chair (Swimways Corporation)
- **PROFESSIONAL HAIR CARE:** Wella System Professional Gloss On (Procter & Gamble)
- **WOMEN'S DEODORANT:** Degree Women Ultra Clear (Unilever)

Shoppers nationwide will be able to recognize the winners starting in March of this year by looking for the red Product of the Year logo on packaging, advertisements, flyers and in-store displays. A recent survey conducted by research company, TNS, found that displaying the logo on a package is 25% more effective at generating purchase interest from shoppers than simply displaying the word "New" on a package.

Product of the Year teamed up with TNS to gather the thoughts and opinions of the more than 100,000 U.S. consumers. In October 2008, those consumers voted on over 40 entries from a variety of categories, and ultimately selected this year's winners.

"We're thrilled to bring a sense of clarity and assuredness to shoppers, and help cut back on the stress that seems to go hand-in-hand with searching through the thousands of choices in stores," said Colleen Kelly, Managing Director of Product of the Year. "The POY program and red logo take out the guesswork, and let people know a product stands out for its innovation, value, and benefit to the consumer."

"Consumers are inundated more than ever with thousands of products and advertisements vying for attention spans, and a continually changing economy," said Phil Lempert, The Supermarket Guru®, and official spokesperson for Product of the Year USA. "There is a fear and hesitancy to spend their hard-earned dollars on products that simply do not deliver. The POY program takes the approval of more than 100,000 shoppers and places front and center on store shelves for everyone to see."

"Economic uncertainty makes consumers more risk averse and drives them toward better value products," according to Shannon Hazlett, Senior Manager TNS. "The TNS survey found that 41 percent of



consumers are seeking new products that offer better value for the money. Recommendation is also really important for new products, with consumer endorsements positively impacting purchase interest amongst close to half the population. POY products are endorsed by real consumers and send a strong message that these are new products worth trying.”

For additional information / hi-res images of the Product of the Year USA winners for 2009, please visit <http://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 recognised 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 behaviour. TNS is the world's leading provider of customised 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. **TNS is the sixth sense of business™.** www.tnsglobal.com

About Phil Lempert:

Phil Lempert can predict the future – and then help businesses and consumers understand it. For more than 25 years, Lempert, an expert analyst on consumer behavior, marketing trends, new products and the changing retail landscape, has identified and explained impending trends to consumers and some of the most prestigious companies worldwide. Known as The Supermarket Guru®, Lempert is a distinguished author and speaker who alerts customers and business leaders to impending corporate and consumer trends, and empowers them to make educated purchasing and marketing decisions. His website, SuperMarketGuru.com, opened in 1994 and is now one of the leading food and health resources on the Internet, visited by more than 9 million people each year. Lempert is also the author of a number of books, including *Being the Shopper* and *Healthy, Wealthy & Wise*. www.supermarketguru.com

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