

WALGREENS' CHIEF INNOVATION OFFICER, COLIN WATTS, TO CHAIR

SECOND ANNUAL PRODUCT OF THE YEAR USA JURY

Watts to Lead Industry Preview of Innovative Products Competing for Approval from 100,000 Shoppers

NEW YORK, Aug. 17, 2009 – Colin Watts, Chief Innovation Officer at Walgreens Corporation (NYSE, NASDAQ: WAG), has been named jury chair for the second annual Product of the Year USA Awards. Watts will lead industry leaders, influencers, and key stakeholders, on September 30 at the Gansevoort Hotel New York for Product of the Year USA's 2010 Jury Day. Watts and the jury panel will preview a new generation of innovative consumer packaged goods competing for the 2010 Product of the Year stamp of approval from 100,000 American shoppers who ultimately pick the winning products.

"Product of the Year is an important symbol of innovation valued by brands, retailers and consumers alike," said Watts. "Innovation continues to be the driving force behind new product development highly sought by shoppers. As Walgreens continues to build our reputation as a source of innovative products and services, we are constantly looking for products that have been recognized as innovation leaders in their category."

As Chief Innovation Officer for the nation's largest drugstore chain, Watts will lend his expertise in industry-leading new product developments, major innovation platform launches and new growth initiatives for Walgreens to lead this year's Product of the Year Jury Day. Jen Klise, Group Manager, Corporate Innovation at Target Corporation, served as the inaugural 2009 Product of the Year USA jury chair. Retailers worldwide including Tesco, Sainsbury's, Co-op, Auchan, Carrefour, and others recognize the value of the Product of the Year and regularly play a key role in the program internationally.

Product of the Year is the nation's largest and most representative consumer-voted award for product innovation. The 2010 winners will join the ranks of products from Procter & Gamble, Unilever, Dr Pepper Snapple Group, Duracell, Oust, Pantene, Olay, Zyrtec, CoverGirl, SC Johnson and other recipients of Product of the Year in 2009. These companies are now enjoying increased sales and media exposure as they incorporate Product of the Year into marketing efforts, in-store promotions and advertising.

"We are honored that Colin will be an integral part of the 2010 Product of the Year awards" said Colleen Kelly, Managing Director, Product of the Year USA. "Colin's expertise is unparalleled when it comes to innovation in consumer packaged goods. His involvement as Jury Chair will lend firsthand insight from a retailer's perspective when this year's competing products are reviewed."

Due to overwhelming interest in Product of the Year, the deadline for product entry into the 2010 Product of the Year USA awards has been extended to August 31. Brands are invited to submit products launched between January 2008 and August 2009 in various categories that fall under general areas of health and personal care, food and beverage, beauty and cosmetics and household products.

Product of the Year is once again partnering with leading global research company TNS to survey more than 100,000 U.S. consumers who will determine the most innovative products in each category worthy of the 2010 Product of the Year seal. Winners will be revealed at the Product of the Year awards ceremony in January, 2010, and will be able to utilize the Product of the Year logo for marketing initiatives. For more information 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 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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