

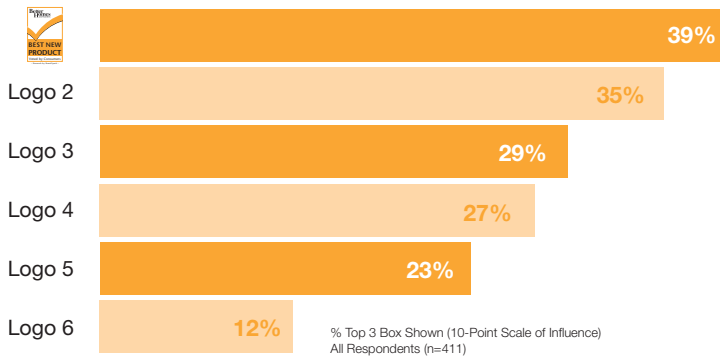


The Better Homes and Gardens Best New Product Award Delivers ROI

The BNPA Logo Drives Purchase Influence

- Positively influence 4 out of 10 American Shoppers with the BNPA logo on your package
- The BNPA logo is more influential than other consumer voted awards

Influence of Logo on Purchase in Grocery and Drug Stores



Source: IMI International & BrandSpark Awards Logo Test April 2009. Logos included BNPA, Allure Reader's Choice, Best of Sephora, Chefs Best Award, J.D. Powers, Product of the Year. Survey conducted using Principal Shoppers.

Question: How much would each logo influence you to purchase the product if the logo was on the package in a grocery or drugstore?

The BNPA Logo is a Key Purchase Driver

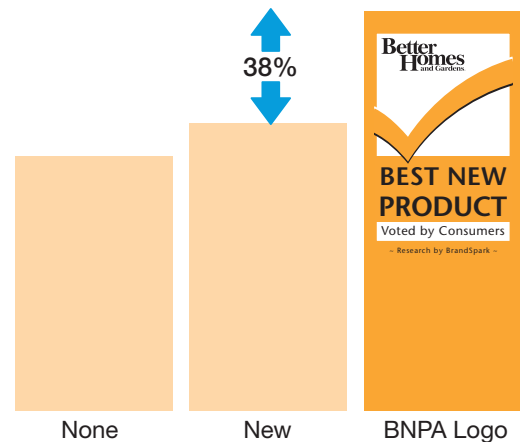
- The BNPA logo when on package was the #1 purchase influence
- Influence 4 in 10 consumers at retail



Source: Proforma Survey 2006, independent study, BNPA Logo Added to Dr. Oetker Pizza

Visit BestNewProductAwards.biz for more information.

The BNPA Logo Is Even More Effective Than Using the Word "New" on Packaging



Source: Logo influence in a grocery setting. IMI International & BrandSpark Awards Logo Test April 2009.

AD Age/MRI Starch Recognized Olay's BNPA Ad as One of the Top 10 in Ad Engagement



TOP 10 ENGAGEMENT

Recognized by AdAge/MRI Starch Communications

MRI considered 5,307 one-page and two-page ads, and selected the leading ads in 10 major product categories

AdvertisingAge

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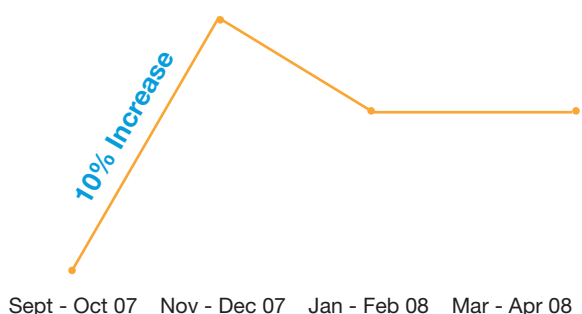


The Better Homes and Gardens Best New Product Award Delivers ROI

Sales Increase 10 to 12% with the Best New Product Award Logo/Mention Added to Advertising

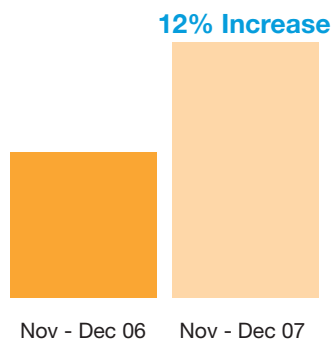
Monthly Lift With Best New Product Usage in Campaign

Sales in \$ MM



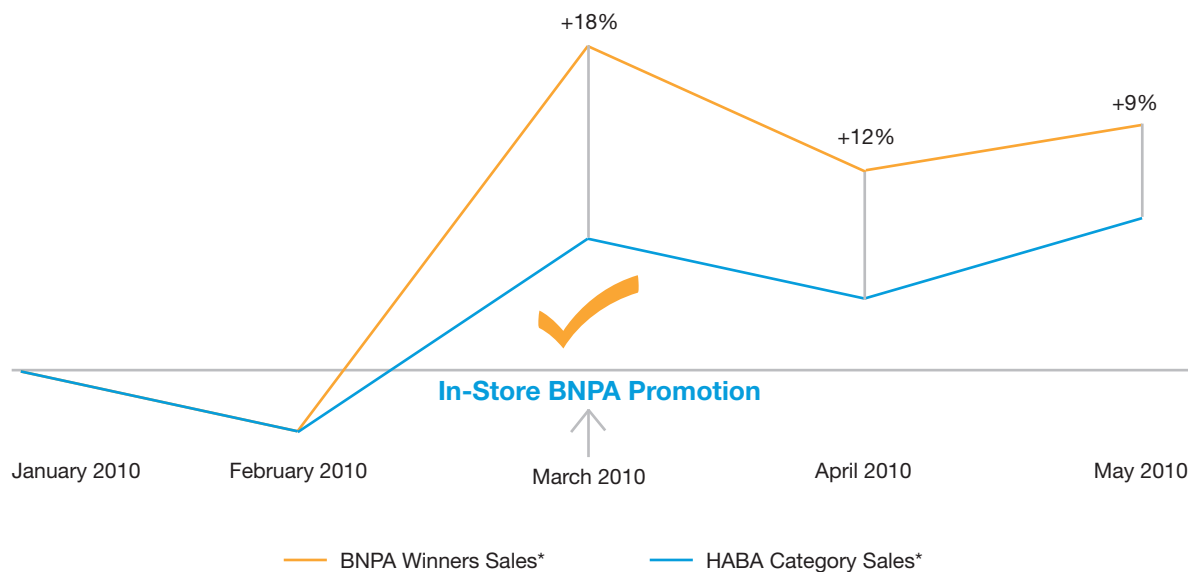
Product Sales With BNPA vs. Prior Year Without BNPA Logo

Sales in \$ MM



Source: Health and Beauty Care product AC Nielsen Market Track POS Sales Sept 07 to April 08. Logo added to print and on-line advertising.

Retail Study Indicates an 18% Sales Lift with a Promotion Highlighting the BNPA Winners at Retail



Source: Based on actual sales across all stores. Drug retailer category sales and BNPA Winners sales with flyer promotion. Percentages shown are monthly sales relative to January 2010 sales