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2011 EDISON AWARDS FINALISTS ARE ANNOUNCED

**Alan Mulally of Ford Motor Company and John Hendricks of Discovery Communications
Also to be Honored at Edison Awards Gala on April 5**

Chicago, IL (February 3, 2011) – Finalists for the internationally-known 2011 Edison Best New Product Awards™ were announced today, just a week before the 164th birthday of renowned American inventor and innovator Thomas Alva Edison. The awards symbolize the persistence and excellence personified by Thomas Alva Edison, inspiring America's drive to remain in the forefront of innovation, creativity and ingenuity in the global economy.

"This year's Awards recognize a broad array of innovations including far-reaching products, services and technologies that impact daily life," said Edison Awards Steering Committee chair Sarah Miller Caldicott, a great grandniece of Thomas Edison. "The Awards applaud the forward-thinking innovations for which Thomas Edison remains internationally admired. It's exciting to see so many companies continuing his legacy of challenging conventional thinking."

The ballot of nominees for the Edison Best New Product Awards™ is judged by roughly 2,000 members of the not-for-profit Marketing Executives Networking Group (MENG), an organization comprising America's top marketing professionals and academics. In a comprehensive peer-review process the nominees are judged on Marketplace Innovation, Marketplace Success, Technological Innovation, Market Structure Innovation, Societal Impact and Design Innovation.

"Thomas Edison pioneered four industries that are crucial to modern life: electric lighting, electric power generation, recorded sound and motion pictures," said Dr. Paul Israel, Director of the Thomas A. Edison Papers at Rutgers University and member of the Edison Awards Steering Committee. "Edison also made important contributions to a host of other industries, many of which are reflected in this year's finalist pool."

Winners of the Gold, Silver and Bronze awards will be announced April 5, 2011 at the historic Capitale Ballroom in New York, one of the city's premier function spaces. In addition to announcing this year's Best New Product Award recipients, the evening will feature the presentation of the prestigious Edison Achievement Award to Alan Mulally, CEO of Ford Motor Company, and to John Hendricks, Founder and Chairman of Discovery Communications. Both leaders have made significant and lasting contributions to innovation throughout their careers.

The Edison Awards Steering Committee is comprised of senior executives with diverse marketing, scientific and business backgrounds. The Steering Committee monitors the development and successful launch of innovative products each year and annually reviews all nominations for potential placement on the Edison Awards ballot. The Committee is also responsible for bestowing the annual Edison Achievement Awards.

A complete list of Edison Best New Product Award finalists by category follows:

APPLIED TECHNOLOGY

AirOPack Pressure Control Device by AirO-Lux AG

eCoupled by Fulton Innovation

Fisher Control Disc Rotary Valve by Emerson Process Management – Fisher

Ford Rear Inflatable Seat Belts by Ford Motor Company

Monax 3G Wireless Communication System by Lockheed Martin

CONSUMER PACKAGED GOODS – Consumer Drugs Segment

Children’s Accudial by Accudial Pharmaceuticals

Colgate Sensitive Pro Relief by Colgate-Palmolive

CONSUMER PACKAGED GOODS – Food Segment

Healthy Choice Steaming Entrees by ConAgra Foods

Marie Callender’s Bakes by ConAgra Foods

Starbucks Via Ready Brew by Starbucks Coffee Co.

Wrigley’s Extra Dessert Delights by Wm. J. Wrigley Co.

CONSUMER PACKAGED GOODS – Household Segment

Bobble by Move Collective LLC

Filtrete Water Station by 3M Company

Purex Crystals Complete Softener by Henkel

Shield Microbial Cleaner by the Tile Doctor

CONSUMER PACKAGED GOODS – Personal Care Segment

Cytomimic Technology: Neutrogena Clinical by Johnson & Johnson

Gillette Fusion Pro Glide by Gillette

Lotus Shield by Avon

EDISON GREEN AWARD

350.org

Johnson County Community College

Kaiser Permanente

Paint Shop at Volkswagen Plant in Chattanooga, TN

Preserve

ELECTRONICS & COMPUTERS – Handheld Devices Segment

HTC-EVO 4G by HTC
iPad by Apple Inc.
Kodak EasyShare M590 Digital Camera by Kodak

ELECTRONICS & COMPUTERS – Locational Technologies Segment

Hawk i Video Aiming Device by API Technologies Corp.
Kinect for Xbox 360 by Microsoft
Parrot AR.Drone by Parrot

ELECTRONICS & COMPUTERS – 3D Systems Segment

AQUOS Quattron 3D TV by Sharp Electronics Corp.
BRAVIA XBR-HX909 by Sony Electronics Corp.

ENERGY & SUSTAINABILITY – Lighting & Lighting Controls Segment

GE Energy Smart LED Bulb by GE Lighting
Lutron C-L Dimmer by Lutron Electronics Co.
Redwood Engine by Redwood Systems

ENERGY & SUSTAINABILITY – Packaging Segment

Kuredux Biodegradable Polymer by Kureha Corp.
PlantBottle Packaging by The Coca-Cola Company
Replenish by Replenish Co.
TerraSkin by Design & Source Productions Inc.

ENERGY & SUSTAINABILITY – Sustainable Power Systems Segment

SkyBuilt Power by SkyBuilt Power Inc.
SolarBridge AC Module System by Solar Bridge Technologies
VARTA Start-Stop by Johnson Controls

INDUSTRIAL DESIGN

Convertible Clamshell by HAVI Global Solutions
Linden Kitchen Faucet by Delta Faucet Co.
Master Lock 1500iD Speed Dial Lock by Master Lock
SOLON Compost System by BLANCO
Speed Concept by Trek Bicycle Corp.

INNOVATIVE SERVICES – Health, Wellness & Safety Segment

American Well Online Care by AmericanWell Inc.
MedApps System by MedApps Inc.
ZPass by Zonar Systems

INNOVATIVE SERVICES – Online Services & Apps Segment

GutCheck by GutCheck
inno360 by inno-360

Yowza!! by Yowza!!

LIFESTYLE & SOCIAL IMPACT

ARZU Studio Hope

CHEFS Culinary Training Program by Episcopal Community Services

Soyu Naturals Tea by Soyu Naturals

LIVING, WORKING & LEARNING ENVIRONMENTS – Employee & Community Learning Spaces Segment

Emerson Innovation Center by Emerson Process Management-Fisher

The Keller Futures Center by Grand Rapids Community College

media:scape by Steelcase

LIVING, WORKING & LEARNING ENVIRONMENTS – Employee Learning Systems Segment

Design Thinker: Experience Innovation by ExperiencePoint

Employee Engagement Spaces by Moxie Software

Motorola ES400 Enterprise Digital Assistant by Motorola

LIVING, WORKING & LEARNING ENVIRONMENTS – Higher Education Systems Segment

CAPS (Center for Advanced Professional Studies) by Blue Valley School District

College Unbound by Big Picture Learning

MEDIA & VISUAL COMMUNICATIONS

Avatar Virtual Production Methodology by Lightstorm Entertainment

Logitech Alert 750i Master System by Logitech

Logitech HD Pro Webcam C910 by Logitech

Logitech TV Cam by Logitech

MobiTV Accelerated Media Platform by MobiTV Inc.

NEW RETAIL FRONTIERS

Coca-Cola Freestyle by The Coca-Cola Company

Disney Store by Disney

Nike Brand Experience Concept by Nike Inc.

SCIENCE & MEDICAL – Diagnostic Aids Segment

3M Integrated Cyler and Simplexa by 3M Company and Focus Diagnostics

picoSpin-45 NMR Spectrometer by picoSpin LLC

TAP Blood Access Technology by Seventh Sense Biosystems

SCIENCE & MEDICAL – Handheld or Miniaturized Devices Segment

NOMAD Pro Handheld XRay System by Aribex Inc.

Oto Lens Hearing Aid by Starkey Laboratories

Phrazer by GeaCom, Inc.

SCIENCE & MEDICAL – Surgical Aids Segment

MitraClip System by Abbott

Symlicity Catheter System by Ardian

Viper 2 V3D by DePuy Spine, a Johnson & Johnson Company

SCIENCE & MEDICAL – Game Changers

There are also two Finalist in the Science & Medical Category in which forward-looking technologies were noted, each believed to have strong potential impact on future advances.

BIND Targeted Neoparticles by BIND Biosciences

First Synthetic Bacterial Cell by J. Craig Venter Institute

TRANSPORTATION – In-Car Driving Aids Segment

Ford SYNC AppLink by Ford Motor Company

GoGreen Auto Rally by GoGreen Auto Rally

MyFord Touch by Ford Motor Company

TRANSPORTATION – Personal Transportation Segment

Chevrolet Volt by Chevrolet

The Copenhagen Wheel by MIT – SENSEable City Lab

Nissan LEAF by Nissan Motor Co.

TRANSPORTATION – Remote Driving Aids Segment

MyKey by Ford Motor Company

OnStar MyLink by OnStar

The 2011 Edison Awards are sponsored by The Nielsen Company, Discovery Channel, Science Channel, Spencer Trask and Bzz Agent. The Edison Awards are granted under the aegis of the Thomas A. Edison Papers at Rutgers University, a globally recognized research network dedicated to the study of innovation and its application in the 21st Century. For more information about the Edison Awards finalists, please visit www.edisonawards.com.

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