

**FOR IMMEDIATE RELEASE**

For More Information,  
Contact:

**(BRAND NAME) NAMED EDISON AWARDS (Gold/Silver/Bronze) WINNER**  
**(Brand Name) Recognized at Edison Awards Gala on April 5 in New York**

(City, State) (Date) – (Brand Name) has been named as an Award (Gold/Silver/Bronze) winner by the internationally-known 2011 Edison Best New Product Awards™. (Brand Name) by (Company) is a winner in the (category), one of twelve categories honored by the Edison Awards.

(Add more details about winning product)

The distinguished Edison 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.

"More than any year, this year's award winners demonstrate the enormous value of teamwork, experimentation, consumer focus and market awareness," said Tom Stat, Executive Director, Edison Universe. "I'm especially pleased that so many of our 2011 award winners are innovating around innovation itself by focusing on education, market collaboration and open innovation. These honored award winners show that by stimulating our natural curiosity, fueling our drive for discovery and sparking our need to innovate, no challenge is too big and opportunities abound. Edison himself would be very, very proud."

(Add quote from Brand)

The ballot of nominees for the Edison Best New Product Awards™ was 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.

Winners of the Gold, Silver and Bronze awards were announced April 5, 2011 at the historic Capitale ballroom in New York. In addition to announcing this year's Best New Product Award recipients, the evening featured 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 of whom have made a significant and lasting contribution to innovation throughout their careers. The distinguished guests included Mike Rowe, Host of "Dirty Jobs", and Danny Forster, Host of the Science Channel series "Build It Bigger".

The Edison Awards Steering Committee is comprised of senior executives with diverse marketing, scientific, and business backgrounds who monitor the development and successful launch of innovative products each year. The Committee is responsible for bestowing the annual Edison Achievement Awards and serves as a guidepost in developing the list of nominees that is presented to the Edison Best New Product Award judges.

The 2011 Edison Awards are sponsored by The Nielsen Company, Discovery Channel, Science Channel, Spencer Trask and USA Today. 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 Award finalists, please visit [www.edisonawards.com](http://www.edisonawards.com)

(Add Brand Boilerplate)

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