

2010 EDISON BEST NEW PRODUCT AWARDS ("THE OCSCARS OF INDUSTRY") TO BE PRESENTED AT CAPITALE IN NYC, APRIL 29, 6 PM

What: 2010 Edison Best New Product Awards honoring innovation in the spirit of America's greatest inventor and marketer, Thomas Edison.

When: Thursday, April 29, 6 pm to 10:30 pm.

Where: The Capitale, 130 Bowery, New York City 10013.

Who: (Scheduled to Attend)

Sir Harry Evans, Pulitzer Prize Winner, TV personality, former editor, Sunday Times of London; author "The American Century" & "They Made America";

Tina Brown (Mrs. Evans), Editor-in-Chief, "The Daily Beast," TV personality, former editor "The New Yorker" and "Vanity Fair," and noted author;

Mr. Jim Sexton, CMO, Tracey-Locke (Master of Ceremonies);

Mr. A.G. Lafley, recently retired CEO of Procter & Gamble;

Dr. Susan Hockfield, President, Massachusetts Institute of Technology (MIT);

Dr. Paul Israel, Director, Thomas Edison Papers, Rutgers University;

Mr. Ray Sata, Chairman & co-founder, Analog Devices;

Mr. Tim Brown, CEO, Ideo;

Mr. Tom Stat, Associate Partner, IDEO;

Mr. Tom Cosgrove, COO & chief of programming, Discovery Networks;

Ms. Sarah Miller Caldicott, great-grandniece of Thomas Edison, marketing expert and co-author, "Innovate Like Edison," and chair of the Edison Awards.

Entertainment by:

The Kipp Academy Orchestra (made up of music students from the Kipp Academy Charter School serving grades five through eight in The Bronx) presented by Ms. Gloria Cox.

Featured products on display include the Honeywell Wind Turbine Electric Generator by WindTronics, the Brammo Enertia Electric Motorcycle; Sole Power Tile (a solar tile for residential roofs), and Discovery 3-D TV, as well as an original Edison Phonograph and Stock Ticker courtesy of The Thomas Edison Papers at Rutgers University.

Schedule:

6-7 pm: Opening reception & red carpet arrivals.

7-9:30 pm: Award Ceremony & Dinner.

9:30-11 pm: Post-event reception.

Details: Founded 23 years ago by the American Marketing Association, the Edison Best New Product Awards return to New York this year for the first time in a decade. The Edison Awards Presented by Discovery Channel honor product innovation in the spirit of Thomas Edison, America's greatest inventor and marketer. There are 15 categories in which Gold, Silver, and Bronze Awards (1st, 2nd, & 3rd place) are given, and two Achievement Awards, presented this year to Mr. A.G. Lafley, former CEO of Procter & Gamble, and Dr. Susan Hockfield, President of MIT. The Edison Awards are associated with the Thomas Edison Papers at Rutgers University, the State University of New Jersey. In addition to Discovery, its sponsors include Google, The Nielsen Company, and Strategyn (a global leader in innovation management). Edison Awards are voted on by the 2,000 plus members of the Marketing Executives Networking Group, an organization of business leaders and academics.

Press Contact: Ted Faraone, 212-489-1313 (ted.faraone@verizon.net) (mobile: 917-930-8200)

