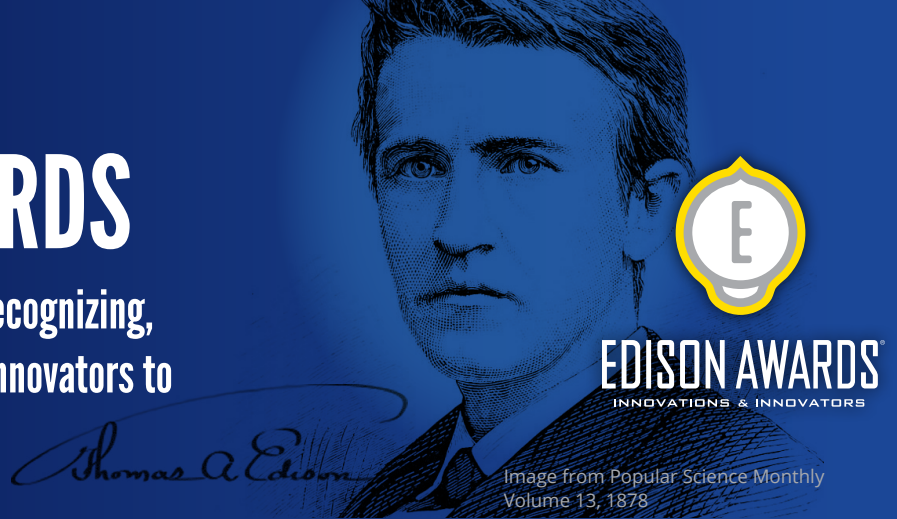


ORGANIZATION SUMMARY

THE EDISON AWARDS

Our Mission: To be a leader in globally recognizing, honoring and fostering innovation and innovators to create a positive impact in the world.



Company Overview

The Edison Awards™ is an annual competition designed to honor excellence in new product and service development, marketing, human-centered design and innovation. Winners represent “game changing” products, services and excellence and leadership in innovation around four criteria: Concept, Value, Delivery and Impact.

The Awards are named after inventor Thomas A. Edison and symbolize the persistence and excellence in innovation personified by him. Originally established in 1987 by the American Marketing Association, The Edison Awards became an independent organization in 2008 and is run under the parent 501(c)(3) organization, Edison Universe.

The Process

Annually, beginning in August, nominations are sought from product and service innovators in sixteen main categories which are divided into multiple sub-categories. Nominations are vetted by members of the Edison Award Steering Committee, who present a slate of finalists to the Panel of Judges. The panel is composed of over 3,000 senior business executives and academics from across the globe, whose votes acknowledge excellence in meeting the award criteria.

Awards are presented at an annual event in April held in New York, NY. Gold, Silver, and Bronze awards are given in each category/sub-category.

The Award Categories

- + Aerospace Innovation
- + Applied Technology
- + Athletics, Sports & Recreation
- + Collective Disruption
- + Consumer Electronics & Information Technology
- + Consumer Goods
- + Energy and Sustainability
- + Health & Wellness
- + Industrial Design
- + Innovative Services
- + Living, Working and Learning Environments
- + Media, Visual Communications & Entertainment
- + Medical/Dental
- + Materials Science & Engineering
- + Social Innovation
- + Transportation & Logistics

The Value of an Edison Award

Award winners have the opportunity to gain broad national recognition and significant market visibility through the publicity the winners receive. The annual event draws hundreds of fellow innovators to network with. Most significantly, being aligned with the Edison Awards - one of the most prestigious accolades honoring excellence in new product and service development - provides validation of the winners' innovations in the marketplace.

Winners are encouraged to broadcast their award-winning status to the business media and promote their innovation to their audiences by using the Edison Award seal. The Winner Seal amplifies consumer awareness and communicates that the product or service was awarded the prestigious Edison Award for innovation.

[FOR MORE INFO - WWW.EDISONAWARDS.COM](http://WWW.EDISONAWARDS.COM)

PAST WINNERS Hundreds of companies have won an Edison Award including Fortune 500 companies, small start-ups, and everything in between. Here are just a few:

The Coca-Cola Co.
3M
Ralph Lauren
AT&T Inc
Qualcomm®
Avon Products, Inc

Cisco
Healthsense, Inc.
Intuit
Nike, Inc.
Levi Strauss & Co.
Oru Kayak

Lockheed Martin
Dyson Inc.
CoorsTek
miraclefeet
Braun
LIFX

AfterShokz®
GE Healthcare
Lenovo
Sonomax
Lumen Touch
Nielsen

Proteus Digital Health
Thermo Fisher Scientific
Waze
SpaceX
Rockwell Collins
Hanson Robotics

Dow Chemical Co.
Liquid Robotics
Narrative Science
Procter & Gamble
Beltone
Nest