



Product of the Year provides winners unique programming opportunity through alliance with IDS Canada/Canadian Health Media Network (CHMN)

The winners as chosen by 12,000 Canadian Consumers will be unveiled in January 2010.

TORONTO, August 25, 2009 – Product of the Year and IDS Canada/Canadian Health Media Network (CHMN) have formed a strategic marketing alliance.

This new alliance will provide Product of the Year winners with a unique platform to deliver product programming and sponsorship messages. To kick it off, winners will be included in a free launch campaign, worth almost \$12,000.00 per winner. The alliance will mean the winning entrants, representing the most innovative products in their categories, can reach over 80 MM consumers annually through IDS Canada's programs.

IDS is a global media company and the world's largest provider of direct-to-consumer programs in the medical waiting room environment. "IDS Canada's expertise in over 3,000 waiting rooms nationally – with brochure displays and a dedicated poster frame network integrated with CHMN – will deliver unparalleled exposure and tremendous consumer impact with POY's target audience", said **Paul Whitehead, IDS Canada President**.

Product of the Year is one of the largest and most representative managed-access consumer polls on product innovation. **TNS Canadian Facts**, the largest leading custom research firm in the world, will conduct the study of over 12,000 Canadian consumers to determine which companies will be honored for products introduced within the last 18 months. **Rogers Publishing** is the exclusive media sponsor, and will provide a variety of in-depth coverage of the process and announcement of the final winning products.

Dennis Glavin, CEO of Product of the Year says, "This venue enables winners with a 'good for you' message to reach consumers at a time when their health is top of mind, and the power of 12,000 Canadian consumer votes will underscore their product message."

Studies conducted by IDS Canada reveal that 80% of their audience will visit a grocery store within four hours following a visit to a healthcare waiting room. (Source: IDS Canada Survey 2008).

Entries are still being accepted for Jury Day on September 11th at www.productoftheyear.ca .

About Product of the Year:

Product of the Year is both a powerful set of words and a simple idea. Every year, thousands of consumers vote on the most innovative products launched in the previous 18 months and pick winners in each product category, giving winners a powerful marketing message. With offices in more than 25 countries and a 23 year track record, 2010 is Canada's launch year. We're here for three simple reasons: to help consumers make easier decisions about the products they buy, to encourage companies to make better products, and to help brands make money. Winners see their sales go up an average of 10-15% and consumers have buying confidence in products that 12,000 other shoppers like them said were the best. For more information visit: www.productoftheyear.ca/.

About IDS Canada/CHMN:

IDS is a global media company and the world's largest provider of direct-to-consumer programs in the medical waiting room environment. IDS Canada has been in operation since 1999 and offers advertisers vast consumer reach through an integrated media approach in a trusted healthcare environment.

CHMN is the largest digital out-of-home healthcare network in Canada and is made up of affiliates committed to providing engaging and informative programs to consumers, and measurable results and metrics for advertisers. IDS Canada is one of the founding affiliates of this important new consumer medium. For more information visit: www.idscanada.net.

About TNS:

TNS Canadian Facts www.tns-cf.com is one of Canada's most prestigious full-service marketing, opinion and social research organizations. TNS, who recently merged with Research International, is the world's largest custom research agency delivering actionable insights and research-based business advice to its clients so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specializing in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 70 countries, TNS is part of Kantar, the world's largest research, insight and consultancy network. Please visit www.tnsglobal.com for more information.

About Rogers Publishing:

Rogers Publishing Limited (RPL) (TSX: RCI; NYSE: RCI), a division of Rogers Media Inc., produces many well-known consumer magazines such as Maclean's, Chatelaine, Flare, L'actualité and Canadian Business, and is the leading publisher of a number of industry, medical and financial publications. Rogers Publishing also offers a complete suite of marketing solutions for its advertising clients, including BzzAgents word-of-mouth marketing campaigns and custom publishing solutions. All media properties are integrated with their own popular websites. For further information about the Rogers group of companies, please visit www.rogers.com.

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