



PRODUCT OF THE YEAR USA AND MULTI MEDIA EXPOSURE FORM STRATEGIC PARTNERSHIP TO CREATE LIVE RETAIL TELEVISION OPPORTUNITIES FOR INNOVATIVE CONSUMER PRODUCTS

CPG Brands Entering Product of the Year Awards by August 31 Automatically Considered for MME Retail Television

NEW YORK – July 13, 2010 – Product of the Year USA (POY), the world’s largest consumer-voted awards program and Multi Media Exposure (MME), a leader in live television retailing known for successfully launching brands on HSN, today announced a strategic partnership to develop unique marketing platforms and live retail television opportunities for innovative consumer products. Consumer packaged goods brands who participate in Product of the Year USA, an annual program where 60,000 American shoppers vote on the most innovative consumer products, will be considered for MME’s live television opportunities. The entry deadline for Product of the Year USA is August 31, 2010.

“Being able to share MME’s expertise in growing brands in the direct-to-consumer space, specifically on HSN with innovative consumer products, is part of our commitment to showcasing product innovation,” said Colleen Kelly, managing director, Product of the Year USA. “We are thrilled to embark on this new partnership with MME and excited to explore opportunities with our prospective award-winning brands.”

MME represents numerous successful brands both on live direct marketing channels as well as taped infomercials. Their close working relationship with HSN and their partners allows MME to position products for maximum selling potential and guide their partners through the HSN process. MME develops its own products or assists its clients with the development of a product.

“MME continues to bring great products to the TV retailing environment and we are excited to introduce the innovative products entered into Product of the Year to HSN,” said Skip Borghese, president of MME.

The strategic alliance between Product of the Year and MME comes on top of the numerous benefits available to POY winners, including a high-profile national public relations campaign.

Open to all innovative products launched after January 2009, the registration form can be found online at www.productoftheyearusa.com.

###

About Product of the Year:

Product of the Year is the only consumer product award that rewards innovation and is voted on by real consumers. Established 24 years ago in France, POY currently operates in 28 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Backed by the votes of 60,000 consumers, the distinct red POY seal serves as a shortcut for shoppers in the supermarket, saving them time and money. For manufacturers of the winning products, the award is a powerful marketing message proven to increase product trial retail distribution and sales by an average of 10-15%. Product of the Year accepts entries every year from consumer packaged goods that demonstrate innovation and were launched within the previous year. Entered products are then placed into specific categories such as food, beverages, personal care, household care, etc. with a product then being chosen as a winner in its category through a nationally representative online study. For more information, visit www.productoftheyearusa.com.

About MME:

Launched in 1996 Multi Media Exposure was created in response to the demand from traditional vendors needing assistance with marketing, distribution and an introduction to the exciting world of TV retailing. Now, with offices in New York, New Jersey and Florida, MME is at the forefront when it comes to TV retailing. The founding members have been involved on many levels of wholesaling from Revlon, Max Factor and Mennen, to LPI cosmetics which distributed or owned lines such as Perlier, Fendi, Orlane, Gale Hayman, and La Perla. In addition to traditional retailing, the principals of MME have over 19 years of experience with live and taped direct response, including 5 years on QVC and over 14 years at HSN. From Marketing to Product Management, MME's managing directors have direct relationships with the buyers and executives at the top Shopping Networks, allowing for maximum selling potential, identifying opportunities and guiding their partners every step of the way. In addition to their success with the shopping networks, MME has also assisted in creating some of the most successful and longest running infomercials within the United States. Further adding to their achievements, MME currently manufactures three highly thriving lines on HSN: The Princess Amanda Collection - a jewelry line created by Amanda Borghese, documenting her travels around the world, and launched in July of 2008; Royal Treatment Italian Pet Spa - a prestigious line of all-natural, human-grade, gentle and effective bath & body pet products, made in Italy; and Casa di Francesca - a Home Fragrance Collection, inspired by the rich surroundings of Europe. Whether it be assisting in the launch of a product on Live TV such as HSN or manufacturing one of their own brands, MME has the reputation and knowledge to help their clients achieve their utmost goals.