

2010 NOMINATION BALLOT

STORE BRAND AWARDS

Private Label magazine is seeking nominations for its 2010 Store Brand Leadership Awards and Retailer of the Year Award program to honor North American retailers for their noteworthy contributions to the growth of store brands products in the retail marketplace.

The editors of *Private Label* invite our readers to participate in this special awards program by nominating a retail operator in each of the following segments that is setting new standards of excellence for all of us to pursue:

- Supermarket
- Drug Store Chain
- Mass Merchandiser
- Canadian Retailer

The overall Store Brand Retailer of the Year award recipient will be selected from one of the four Store Brand Leadership Award winners based on the channels of trade listed above. Candidates should be nominated based on the following criteria:

SELECTION CRITERIA

1. Product Development and Innovation
2. Packaging Design
3. Marketing—Advertising, Promotions, and In-Store Merchandising
4. Employee Involvement
5. Quality Assurance

Name of Retailer: _____

Retail Segment: _____

Executive to Contact: _____

Headquarters Location: _____ Phone: _____

Number of Stores: _____ Number of Private Label SKUs: _____

Reasons for Nomination: _____

Submitted by: _____ Phone: _____

Company: _____ Location: _____

Please copy this ballot and mail the completed form by April 30th, 2010 to:
Editor, *Private Label*, 2125 Center Ave., Fort Lee, NJ 07024; or return by fax: 201-592-7171.