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**THE EDISON AWARDS AND SCIENCE CHANNEL ANNOUNCE CALL FOR  
NOMINATIONS FOR 2011 EDISON AWARDS**

*-- Edison Achievement Award, Edison Best New Product Awards and  
Edison Green Award Recognize Excellence in Innovation --*

(Silver Spring, Md., and Chicago, Ill.) – Today, the Edison Awards and Science Channel, the Awards' exclusive media sponsor, announced the opening of nominations for the 2011 Edison Awards. Honoring excellence in new product and service development, marketing, design and innovation, the Edison Awards is now accepting nominations via the organization's Web site, [edisonawards.com](http://edisonawards.com), and via [sciencechannel.com](http://sciencechannel.com) for the 2011 Edison Best New Product Award and the Edison Green Award. Finalists will be announced on February 11, 2011, recognizing the birth of America's greatest inventor, Thomas Alva Edison. The winners will be announced April 5, 2011, in New York City, where The Edison Awards Gala and Meet the Innovators Forum will be held.

Categories in which Edison Award Best New Product nominations are sought include:

- Consumer Packaged Goods
- Consumer Electronics and Computers
- Energy and Sustainability
- Media and Visual Communications
- Science and Medical
- Lifestyle and Social Impact
- Industrial Design
- Living, Working and Learning Environments
- Applied Technology
- Transportation
- New Retail Frontiers
- Innovative Services
- Edison Green Award

In addition to selecting winners from nominations in the Best New Product/Service and Edison Green Award categories, the Edison Awards Steering Committee bestows the Edison Achievement Award on distinguished business executives who have made a significant and lasting contribution to innovation, marketing and human-centered design throughout their careers.

The awards are named after Thomas Alva Edison (1847–1931), who is the most prolific inventor in U.S. history, garnering 1,093 U.S. patents during his lifetime, and who is the pioneer of five industries that transformed the world. The awards are among the most prestigious accolades a company, team and/or individual can receive. Amazon.com, Procter & Gamble, General Electric, General Mills, 3M, Brammo and Windtronics are among several distinguished, groundbreaking companies to receive 2010 Edison Awards. Other past winners include Apple, Delta Faucets, Ford, Kraft, Mint.com, OnStar, Omnipod, Orthocare, SRS Energy and ZEO.

“Science Channel spotlights the creativity, imagination and innovation that exists all around us,” said Debbie Myers, general manager and executive vice president of programming, Science Channel. “We celebrate those who, like Edison, embody those traits and dream big. The Edison Awards give us the privilege of honoring the next generation of big dreamers — people who push the boundaries of what’s possible.”

“The Edison Awards provide a unique platform not only for recognizing innovators, but to inspire innovation among today’s product development teams, researchers and independent entrepreneurs,” said Sarah Miller Caldicott, chairperson of the Edison Awards. “Edison’s timeless innovation principles continue to motivate us in the 21<sup>st</sup> century, and I’m looking forward to seeing how this year’s slate of nominations reflects his methods.”

Nominations for the Edison Award Best New Product/Service and Green Awards are judged by a panel of more than 2,500 senior business executives and academics from across the country. Judging is based on excellence in Marketplace Innovation, Market Structure Innovation, Technological Innovation, Sustainability and Societal Impact.

### **About The Edison Awards**

The Edison Awards™ recognize the persistence and excellence Thomas Edison personified; qualities which have allowed America to remain in the forefront of innovation, creativity and ingenuity in the global economy. The Edison Awards are granted under the aegis of the

Thomas Edison Papers at Rutgers University, a globally recognized research network dedicated to the study of innovation and its application in the 21st century. For more information about The Edison Awards or to nominate a product or service, visit [www.edisonawards.com](http://www.edisonawards.com).

### **About The Science Channel**

Science Channel, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is broadcast 24 hours a day and seven days a week to more than 66 million U.S. homes and simulcast on Science Channel HD. The Science Channel immerses viewers in the incredible possibilities of science, from string theory and futuristic cities to accidental discoveries and outrageous inventions. We take things apart, peer inside and put things together in new and unexpected ways. We celebrate the trials, errors and brinking moments that change our lives forever. To find out more, go to [sciencechannel.com](http://sciencechannel.com).

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