

A Comparative Summary

	Mom's Choice Awards®	iParenting Media Awards	Parents' Choice® Awards
General Information*			
Open Awards Cycle	Yes	No - Four Calls Annually	No - 9 Product Specific Cycles
Online Entry Process	Yes	Yes	No
Standard Protocol for Evaluation	Yes	Yes	Yes
Jury Includes Intended Consumers	Yes	Yes	Yes
Jury Includes Industry Experts	Yes	Yes	Yes
Number of Evaluators Assigned per Entry	5 Evaluators	3 Evaluators	3 Evaluators
Provides Evaluator Feedback	Non-Winners Only Upon Request	Yes	No
Number of Categories Offered	250+	20	9
Average Number of Entries Received Annually	Not Disclosed	Not Disclosed	Not Disclosed
Percentage of Submissions that Receive Awards	Not Disclosed	Not Disclosed	Not Disclosed
Number of Winners Named in 2009	375 +/-	200 +/-	375 +/-
Permits Product Entered in Multiple Categories	Yes	No	No
Number of Product Samples Required	5	4	3
Eligible to Resubmit Product	Yes, If Redesigned or New Edition	Yes, If Redesigned or New Edition	No
Prototype/Beta Products Accepted	No	Yes	No
Book Galleys Accepted	No	Yes	Yes
Requires Shipping to Multiple Destinations	No	No	No
Entries Donated To Charitable Organizations	Yes	Not Disclosed	Yes
Hosts an Award Gala	No	No	No
Entry Fees*			
Entry Fee	\$300	\$300	\$225
Additional Entry Fee Surcharges	N/A	Plus \$300 for Kits & Oversized Items	N/A
Multi Entry Discounts	Yes	No	No
Discounted Entry Fees for Product/Book Series	Yes	No	No
Offers Entry Scholarships for Young Authors/Innovators	Yes	No	No
Offers Financial Assistance for Non-Profit Entries	Yes	No	No
Winners Earn*			
Award Type	Certificate	Certificate	Not Disclosed
Complimentary Seals	100	Not Disclosed	Not Disclosed
Supplies*			
Additional Certificate	\$10	\$50	Not Disclosed
Seals	\$120 per Roll/1,000	Not Disclosed	Not Disclosed
Award Logo License Options*			
Marketing/Promotional	\$25/Company Life of Company	\$500/Product	Not Disclosed
Product Packaging	\$500/Product Life of Product	\$2,000/Product	Not Disclosed

	Mom's Choice Awards®	iParenting Media Awards	Parents' Choice® Awards
Marketing/Promotional Support**			
Complimentary Press Release Listing Your Award	Yes - 5,350 Media Outlets and 5,000+ Websites	Yes	No
Provides Checklist For Success for New Honorees	Yes	No	No
Provides Web Banners/Widgets for Your Website	Yes	No	No
Lists Award in Award Program Newsletter or Magazine	Yes	Yes	Yes
Product Placement on Award Program Website	Yes	Yes	Yes
Links to Manufacturer/Publisher	Yes	Yes	Yes
Links to Retailers	Yes	Yes	Yes
Links to YouTube, Twitter & FaceBook	Yes	No	No
Product Included in Award Program Webstore	Yes	No	No
Product Promotion on Twitter, FaceBook & Blogs	Yes	No	Yes
Post Notice of Award on Amazon.com and Other Online Retailers	Yes	No	No
Proactively Advises Honorees of Promotional Opportunities	Yes	Yes	No
Inclusion on Radio Shows and Podcasts	Yes	No	No
Offers Co-operative Advertising Opportunities	Yes	No	No
Trade Show & Conference Promotion Opportunities	Yes > 35	Yes < 10	No
Offers Filmed Interviews at Select Trade Shows	Yes	Yes	No
Offers Booksigning/Product Demo Opportunities During Trade Shows	Yes	No	No
Negotiates Reduced Conference Rates	Yes	No	No
Offers Library Marketing Programs	Yes	No	No
Offers Specialty Retailer Marketing Programs	Yes	Yes	No
Negotiates Product Placement with Review Services	Yes	No	No
Midwest Book Review	Yes	No	No
Cricket Magazine	Yes	No	No
Negotiates Reduced Rates for Professional Services	Yes	No	No
Web Design	Yes	No	No
Copywriting & Editing	Yes	No	No
Graphic Design	Yes	No	No
Interactive / Multi Media Development	Yes	No	No
Marketing Lists	Yes	No	No
Negotiates Reduced Rates for Professional Resources	Yes	No	No
Association Memberships	Yes	No	No
Reference Materials, Whitepapers, etc.	Yes	No	No
Negotiates Reduced Rates for Other Awards Programs	Yes	No	No
Offers Marketing/Publicity Training Webinars	Yes	No	No
Provides Distribution/Marketing Consulting Services	Yes	No	No
Lifetime Support for Promoting Your Product	Yes	Not Known	No

* Represents information as reported on each awards program website as of 05.10.10

** Represents information provided by companies and individuals who have earned honors in these programs.