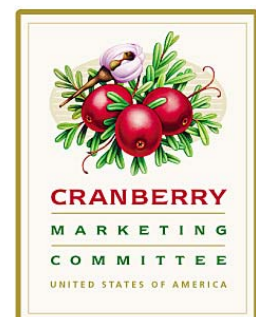




Activity Report

Media & Trade Relations in the Czech Republic
The Cranberry Marketing Committee

October 2008



Activity Report

Media and Trade Relations in October 2008

Media Activities

PRESS CONFERENCE

The Cranberry Marketing Committee held a press conference to launch their marketing activities in the Czech Republic on October 31st in Prague. **Attending were 33 journalists from 27 magazines, newspapers and radio stations.** This included editors from several women's magazines (Tina, Fajn zivot, Svet zeny, Marianne, Joy, Sedm), culinary magazines (Food, La cucina Italiana), radio stations (Czech radio 1, Czech Radio 2), health & wellness magazines (Zdravi, Rodina a zdravi, Receptar pro zdravi), tabloids (Blesk) and internet websites (Zena-in.cz, Tiscali.cz).



The conference took place in the Miele Gallery which gave the CMC the chance to use cranberries in a cooking demonstration during the conference while also giving journalists the chance to prepare a cranberry recipe themselves.



The conference began with a panel of CMC representatives and a renowned cook informing journalists about basic facts about USA cranberries, including origin, versatility, flavor and health benefits.

This was followed by a cooking demonstration from the cookbook author Lenka Pozarova who showed guests how to make

cranberry chutney with fresh berries, cranberry cream cheese spread with SDC's



and cranberry spritzers with juice. Afterwards, the journalists were able to taste all the dishes Ms Pozarova made.

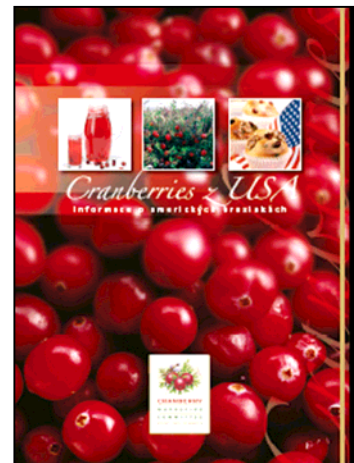
At the close of the event, each journalist received the new press folder with information about USA cranberries, including the information sheets "12 facts about fresh cranberries", "12 facts about dried cranberries", "12 facts about cranberry

juice" and "Cranberries versus Lingonberries", a CD-Rom with cranberry recipes and recipe photos and a special gift – a CMC potholder and generically packaged SDC's.

PRODUCTION OF PROMOTIONAL MATERIALS

This month the following material was produced:

- Generically packaged bags of SDC's for use in press mailings, at the press conference and for editorial requests
- Press folders
- Information sheet "12 Facts about Fresh Cranberries"
- Information sheet "12 Facts about Dried Cranberries"
- Information sheet "12 Facts about Cranberry Juice"
- Information sheet "Cranberries versus Lingonberries"



SWEEPSTAKES COOPERATIONS

This month we negotiated with eight print and online publications to conduct a USA cranberries sweepstakes. We will share the information from the information sheet "Cranberries versus Lingonberries" which describes the difference between

cranberries and other Vaccinium berries in the magazines and then ask consumers where cranberries come from. The answer – America.

Participating will be the magazines Blesk Zdravi, Claudia, Food, Moje zdravi napsano zivotem, Pestrý svet,

Puls, TV Revue and the online publications Zena-in.cz and Femina.cz.

Upcoming Promotions & Activities

UPCOMING PROMOTIONS & ACTIVITIES

Month	Activity
November	<ul style="list-style-type: none">▪ 1st press mailing takes place▪ Production of consumer brochures & consumer flyers completed▪ Sweepstakes cooperation with consumer magazines commences▪ Long-term magazine cooperation commences▪ Personal editorial visits take place
December	<ul style="list-style-type: none">▪ Website launched▪ 2nd press mailing takes place▪ Sweepstakes cooperation with consumer magazines continues▪ Long-term magazine cooperation continues▪ Editorial gift baskets distributed