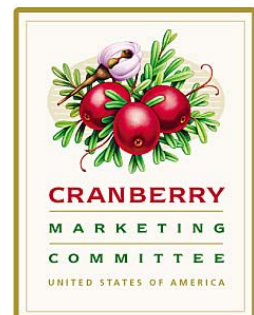


Activity Report

Media & Trade Relations in Poland
The Cranberry Marketing Committee

September 2008



September
08

Activity Report

Media and Trade Relations in September 2008

Media Activities

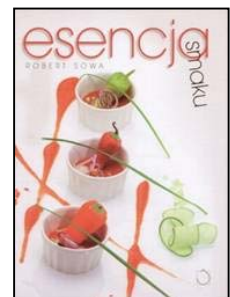
COOPERATION WITH CHEF

We are negotiating with the renowned chef, Robert Sowa, to act as a spokesperson for USA cranberries. With his help, we will introduce the lesser known American berry to Polish consumers, teach them how to use it as a versatile cooking ingredient and inform them of the differences between the Power Berry and its European cousins.

He will be a valuable asset to help gain media attention in the first months of the CMC program and will introduce our message to journalists at the press conference taking place in December.

A review of his credentials include:

- Regularly contributes to the TV station TVP2
- Regularly contributes to the women's magazine NAJ
- Honorary President of the National Association of chefs
- Member of Elite Executive Chefs in Poland
- Awarded an honorary title of the French culinary Institute
- Has served on juries in many national and international food competitions
- Author of the cookbook "Essence of Taste"



TRANSLATION OF MATERIALS

Translation of CMC promotional material took place in September, including the following pieces:

- Consumer brochure "The Power Berry"
- Consumer flyer "The Power Berry"
- Information sheet "12 Facts about Fresh Cranberries"
- Information sheet "12 Facts about Dried Cranberries"
- Information sheet "12 Facts about Cranberry Juice"
- 5 Cranberry Recipes
- Cranberry Cocktail recipes
- Technical manual

CMC EUROPEAN WEBSITE

This month we reserved the domain www.cranberries-usa.pl, the future address of the Polish language pages of the CMC website. Translation of the website also commenced this month.

Trade Activities

TRADE MEETING

This month we met with the following trade members:

- Michał Rudzki, Category Manager at Makro Cash and Carry Polska S.A., Poland's largest retailer
- Marek Wszolek, Managing Director of Bakalland S.A., an importer of dried fruits and nuts

MEETING WITH FAS

mk² also met with FAS Warsaw representatives Eric Wenberg, Agriculture Counselor and Jolanta Figurska, Agriculture Marketing Specialist to inform them of the activities the Cranberry Marketing Committee will be executing in Poland over the next three months.

Upcoming Promotions & Activities

UPCOMING PROMOTIONS & ACTIVITIES

Month	Activity
October	<ul style="list-style-type: none">▪ Production of press folders and information sheets completed▪ material completed▪ Website launched▪ 1st press mailing takes place▪ Media monitoring commences
November	<ul style="list-style-type: none">▪ Production of consumer brochures & consumer flyers completed▪ Health & wellness press conference takes place▪ 2nd press mailing "Health & Wellness" takes place (45 CW)▪ Fitness center promotion takes place
December	<ul style="list-style-type: none">▪ Consumer press conference takes place▪ 3rd press mailing "Cooking with Cranberries" takes place▪ Editorial gift baskets distributed▪ Consumer cookbook distributed in magazine