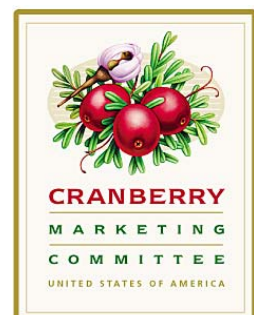




Activity Report

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

April 2009



Activity Report

Media and Trade Relations in April 2009

Media Activities

MEDIA EXPOSURE

This month we monitored an additional 8 print and 5 online articles about cranberries appearing in the Czech press. These articles reached a printed circulation of 1.7 million and had an online reach of 2.5 million. The media value equivalent of the publicity is worth Kč 1,334,900 (\$68,400).

A media highlight in April was a spectacular three-page article appearing in Fit Styl (circulation: 126,000), a popular health magazine focusing on exercise, nutrition and wellness.

The article talked about the positive attributes associated with U.S. cranberries, including their health benefits. The article then shared four recipes developed by the Cranberry Marketing Committee and distributed in the last press mailing. These included recipes for “Cranberry Lemon Pie”, “Cranberry Hefekranz Bread”, “Cranberry Apricot Tart” and “Cranberry Rolls”. Full color photos accompanied each recipe.



The magazine Šip (circulation: 148,000), a nationwide tabloid reporting on celebrities, VIPs, show business and socialites published nearly two pages on cranberries.

ADMINISTRATION

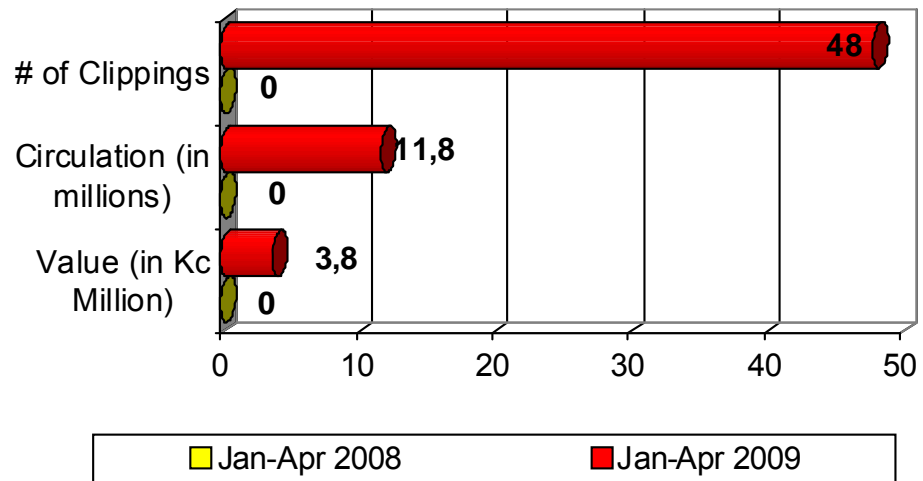
This month we prepared data and market information for the 2010 UES due in May. This included drafting a marketing plan for next year and supplying performance measures for past and current activities.

CMC Prague representatives also met with representatives from the USDA Foreign Agricultural Service to talk about the current marketing program, specific activities and program results to date. Attending the meeting were Agricultural Counselor of FAS Warsaw, Eric Wenberg and FAS Ag Specialist, Jana Mikulasova.

Performance Measures

MEDIA REPORT SUMMARY THROUGH APRIL 2009

mk² upholds its commitment to meet goals set for publicity in the Czech print media, as well as on TV and radio on behalf of the CMC both in terms of value of clippings and the number of clippings published.



Total number of clippings from January - April 2009:	48
Total advertising equivalent:	Kč 3,779,075 (US\$ 193,500)
Total circulation:	11,806,136

Upcoming Promotions & Activities

Month	Activity
May	<ul style="list-style-type: none"> ▪ Press mailing #2: BBQ and salad recipes with cranberries ▪ Lifestyle & daily media get-together ▪ Sweepstake promotion continues ▪ Direct mailing to health professionals takes place ▪ Personal editorial visits
June	<ul style="list-style-type: none"> ▪ Sweepstake promotion continues ▪ Health brochure distributed to private clinics in direct mailing ▪ Personal editorial visits ▪ Visit from CMC USA
July	<ul style="list-style-type: none"> ▪ Sweepstake promotion continues ▪ Personal editorial visits ▪ Technical manual distributed to trade ▪ Website update (New prize contest)
August	<ul style="list-style-type: none"> ▪ Sweepstake promotion continues ▪ Personal editorial visits
September	<ul style="list-style-type: none"> ▪ Press mailing #3: Holiday cooking with cranberries ▪ Sweepstake promotion continues ▪ Cooperation with Prague Culinary Institute takes place ▪ Personal editorial visits
October	<ul style="list-style-type: none"> ▪ Cranberry Weeks / Cranberry Party ▪ Press mailing #4: Cranberry Finger Food for the New Year ▪ Sweepstake promotion continues ▪ Personal editorial visits ▪ TV Promotion commences ▪ Website update (New prize contest)
November	<ul style="list-style-type: none"> ▪ Sweepstake promotion continues ▪ TV Promotion continues ▪ Personal editorial visits ▪ Program evaluation
December	<ul style="list-style-type: none"> ▪ Health consumer media event ▪ Sweepstake promotion continues ▪ Personal editorial visits ▪ Final media and activity reports due