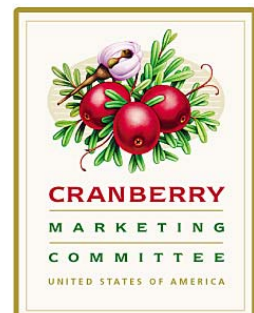




Activity Report

Media & Trade Relations in Spain
The Cranberry Marketing Committee

August 2009



	Publication	Circulation	Date	Size	Headline	Category	Value in €
1.	Acofar	20.300	01.08.09	2	Cranberry in urinary infections	3	4.320
2.	Cocina Ligera	20.000	01.08.09	0,3	Cranberry "montaditos"	1	1.060
3.	MG	57.000	01.08.09	0,1	Reality or myth?	5	370
4.	Cuorpomente	65.800	01.08.09	2,5	Cranberry protector	1	14.580
5.	Cuorpomente	65.800	01.08.09	0,1	About medicinal plants consumption	5	540
6.	Mia	164.000	17.08.09	0,1	Cranberry made in USA	3	1.130
7.	MedicinaTv.com	50.000	03.08.09	0,3	Consultations on cystitis increase in Mallorca pharmacies	5	180
8.	MallorcaDiario.com	25.000	03.08.09	0,3	Consultations on cystitis increase in Mallorca pharmacies	5	150
9.	Siglo XXI	130.000	04.08.09	0,3	Consultations on cystitis increase in Mallorca pharmacies	5	300
10.	Europa Press	80.000	04.08.09	0,3	Consultations on cystitis increase in Mallorca pharmacies	5	270
11.	Hispavista.com	80.000	04.08.09	0,3	Consultations on cystitis increase in Mallorca pharmacies	5	300
12.	PR Noticias Salud	520.000	05.08.09	1	Tomar cranberry para prevenir la cistitis	4	1.500
13.	Tu.Tv	30.000	06.08.09	0,9	Cystitis / cranberry	1	800
14.	MiBlogVegetariano	12.000	08.08.09	0,2	Cranberry	3	40
15.	Salut i Força	15.000	10.08.09	0,8	Consultations on cystitis increase in Mallorca pharmacies	5	100
16.	SportLife.es	212.800	14.08.09	0,15	Diet tips to loose weight	1	450
17.	Salud Bio	15.000	15.08.09	0,7	Cranberries properties	3	100
18.	Sabores.com	15.000	18.08.09	1	Chicken brochette with mango and cranberry smoothie	1	400

PRESS MAILING # 5

One-hundred and fifty journalists in Spain received the Cranberry Marketing Committee's fifth press mailing of the season.

This month's press releases focused on the cranberry harvest. This is the first mailing with this topic. Spanish journalists received general information and recipes since they now know enough about the cranberry to be open to this kind of specific information.



Under the headline, "The cranberry harvest begins in September: The new crop of U.S. cranberries is coming", the press release read: The onset of autumn marks the commencement of the cranberry season in the United States. Fields are suddenly transformed into red lakes and harvesting starts. The berries are harvested through early November, processed, and then

exported around the world. Health benefits, recipe ideas, and a note on where to buy fresh berries, dried cranberries, and juice is additionally given.

Harvest pictures were available for download at the new Spanish press portal at: www.cranberries-usa.es/novedadesprensa

WEBSITE UPDATE

In August, more than **1,800 unique visitors** visited the Spanish CMC website, compared to 1,670 visitors last month.

To give journalists faster and easier access to our newest CMC recipes and/or pictures, we created a press portal for downloading all material. In Spain the press portal was launched for the first time, featuring harvest pictures.



CONSUMER EVENT

In August, we arranged the final agreement with the women's magazine, Cosmopolitan (circulation: 368,300), and its website for a consumer event.

These are the terms of the agreement: Cosmopolitan will publish two articles (1/4 page each) in the November and December issues about cranberries and their effects on urinary tract infections, as well as about cranberry cocktails. The first article is meant to attract readers to the website to take part in a contest to win free Cosmopolitan cocktail tastings.

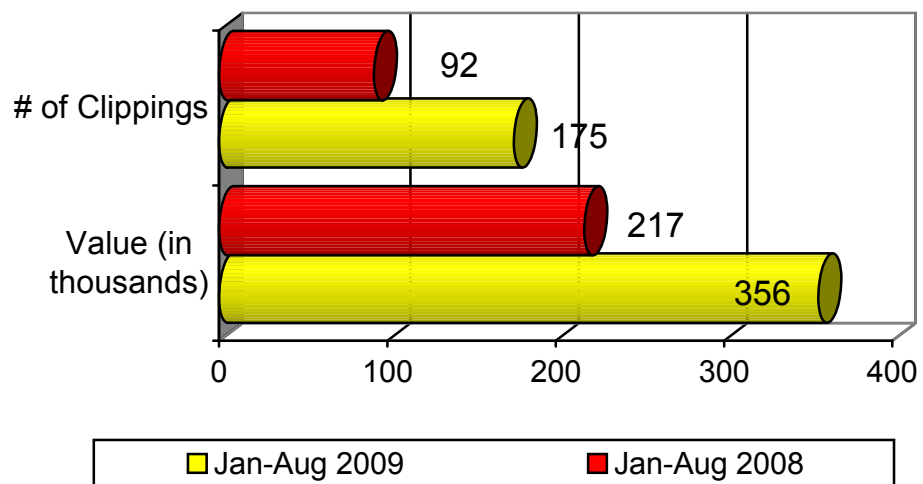
Cosmopolitan will publish the contest for 30 days on its website, starting on October, 20th. The first 1,500 people answering correctly will receive an invitation to free tastings in the cocktail bars Cock Madrid and Gimlet Barcelona.

The database obtained will be shared by Cosmopolitan and the CMC. The CMC will notify the contest winners by email.

Performance Measures

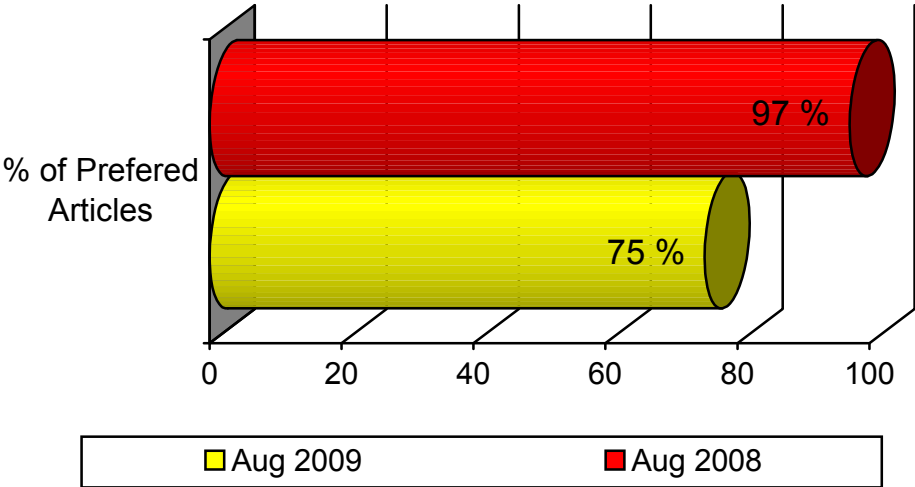
MEDIA REPORT SUMMARY THROUGH AUGUST 2009

mk² upholds its commitment to meet goals set for the publicity in the Spanish media on behalf of the CMC both in terms of value of publications as well as the number of articles and broadcasts published.



Total number of clippings from January 1 – August 31, 2009:	175
Total advertising equivalent:	€ 356,530
Total circulation:	27,742,00

SUMMARY OF PREFERRED ARTICLES IN JULY 2009



Appendix A

Timeline

**CRANBERRY MARKETING COMMITTEE
SPANISH PROGRAM
TIMELINE 2009**

Month	Activity
September	<ul style="list-style-type: none">▪ Special press mailing▪ Press mailing # 6▪ Website update
October	<ul style="list-style-type: none">▪ Website update
November	<ul style="list-style-type: none">▪ Consumer evaluation▪ Website update
December	<ul style="list-style-type: none">▪ Cranberry weeks promotion with Cosmopolitan magazine▪ Final media and activity reports due▪ Website update