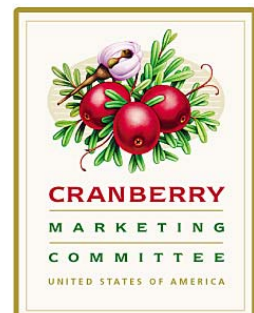




Activity Report

Media & Trade Relations in Poland
The Cranberry Marketing Committee

August 2009



August
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Activity Report

Media and Trade Relations in August 2009

Media Activities

MEDIA EXPOSURE

This month five print articles and three broadcasts reported on cranberries from the USA. The publicity reached a total of 797,000 persons and had an advertising equivalence of 29,420 zł (\$10,200).

Media Highlight



This month's highlight includes three new radio appearances by CMC Poland representative Marta Witkowska on Radio Lublin broadcast in the Southeastern part of the country. In each 15:11 minute

spot, she chatted with a journalist from the magazine "Dziennik Wschodni" Waldemar Sulisz and the DJ Magda Fijalkowska of Radio Lublin. Topics included how cranberries are harvested in the USA and how cranberries are a perfect ingredient to add something special to traditional foods. Ms Witkowska then shared some CMC cranberry recipes suitable for the season.

Each spot included a prize contest where listeners had to answer a question asked on the radio. The questions were:

- 7th August – What is the origin of the word cranberry?
- 14th August – When is the cranberry harvest in the USA?
- 21st August – In what forms are U.S. cranberries available in Poland?

PRESS MAILING "FOOD FOR THE HEART"

Since the new format of the recent BBQ and Brunch press mailings had such a positive resonance in the Polish press, we used a similar format to present eight additional cranberry recipes carrying the theme "Food for the Heart with Cranberries". It was sent to more than 40 publications nationwide.

To get the media's attention, we presented our recipes in an unusual square folder again. The recipes shared were all typical cold weather recipes, often on the traditional side, but using cranberries. Recipes included "Cranberry Sauerkraut Casserole", "Rhineland Roast with Cranberries", "Viennese Schnitzel with

Cranberry Chutney”, “Cranberry Mushroom Cream Soup”, “White Cabbage and Cranberry Casserole”, “Cranberry Bread Putting”, “Cranberry Borsch” and “Pancakes with Cranberry Sauce”.

The recipe and photo material could be downloaded at a portal with exclusive press access.



REGIONAL PRESS MAILING “URINARY HEALTH DURING PREGNANCY”

This month women’s and health publications received a special press mailing explaining why it is important for women to maintain a healthy bladder during pregnancy and how U.S. cranberries can play an important role in preventing UTIs.

After describing the anti-adhesive effect, we informed them that two portions of cranberries daily (one service size is 350ml of cranberry drink or 40g dried cranberries) is sufficient to be able to benefit from this protective affect. Because the bioactivity of cranberry lasts about 10 hours, it is best to spread consumption throughout the day – for instance one at breakfast and one at dinner – to give the urinary tract around the clock protection.

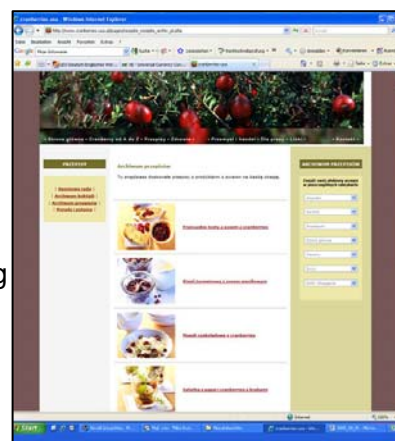
EDITORIAL LOBBYING

This month CMC corresponded with editors of the following media to answer questions about USA cranberries and encourage publication of articles on our behalf:

- Vita Magazine, a health and lifestyle publication
- Kuchnia, a culinary magazine
- Na zdrowie, a women’s magazine
- Moje Gotowanie, a culinary magazine

WEBSITE CRANBERRIES-USA.PL

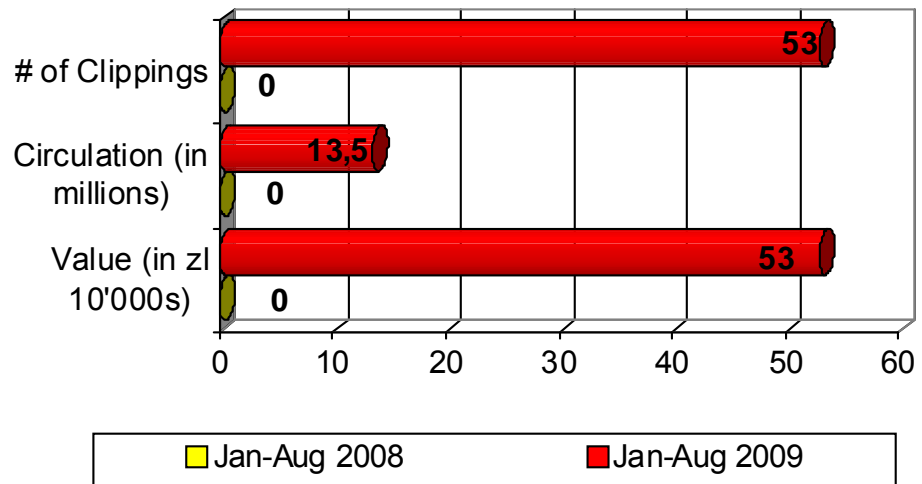
This month the Polish pages of the CMC website received 143 visits, down from 183 last month. Updates made this month include adding eight new “Food for the Heart” cranberry recipes to the press page and moving the Cranberry Brunch recipes to the consumer recipe pages.



Performance Measures

MEDIA REPORT SUMMARY THROUGH AUGUST 2009

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



Total number of clippings from January - August 2009:	53
Total advertising equivalent:	zł 533,120 (US\$ 187,800)
Total circulation:	13,564,200

Upcoming Promotions & Activities

Month	Activity
September	<ul style="list-style-type: none">▪ Press mailing # 4▪ Distribution of Health Brochures to Pharmacists▪ Website update
October	<ul style="list-style-type: none">▪ Cranberry Party▪ Website update▪ Trade Manual Direct Mailing▪ Compilation of trade database▪ Newsletter #1/2009
November	<ul style="list-style-type: none">▪ Program Evaluation▪ Newsletter #2/2009▪ Website update▪ Distribution of Health Brochures at Medical Centers
December	<ul style="list-style-type: none">▪ Christmas Gift Mailing to Journalists▪ Final media and activity report due▪ Website update