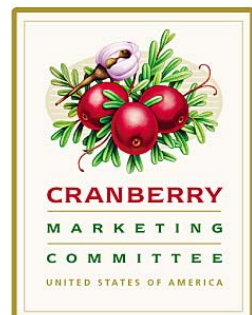


Activity Report

Media & Trade Relations in Germany
The Cranberry Marketing Committee

January 2009



Activity Report

Media and Trade Relations in January 2009

Media Activities

ARTICLES FEATURING CRANBERRIES

In January 2009 we monitored 18 press clippings reaching more than 3.2 million consumers and trade professionals with an advertising equivalence of EUR 114,500 (approximately USD 144,300).

This month's highlight appeared in **Bild der Frau** (circulation:131,500), the most popular monthly women's magazine in Germany. It contains all the popular issues of fashion, current events, celebrities, health & wellness as well as recipes. In this month's edition, the magazine presented a "Cranberry Walnut Cake" and shares a "Cranberry Salad", which was credited to the Cranberry Marketing Committee.



Another highlight this month was a feature in the culinary magazine for light cooking and Weight Watcher recipes, **Kochen Leicht gemacht – Fitness Food** (circulation: 60,000). In the contents a photo of "Cranberry Rapsberry Smoothie" refers to the corresponding recipe inside the magazine. The recipe and photo were credited to the Cranberry Marketing Committee.



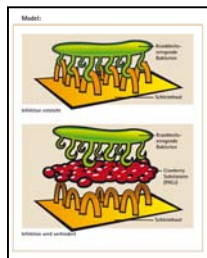
GERMAN WEBSITE

In January, more than 2,000 unique visitors visited the CMC German website.

The Fruit Logistica in February was highlighted on the home page inviting trade professionals to visit our booth at the Berlin trade show.



HEALTH BROCHURE



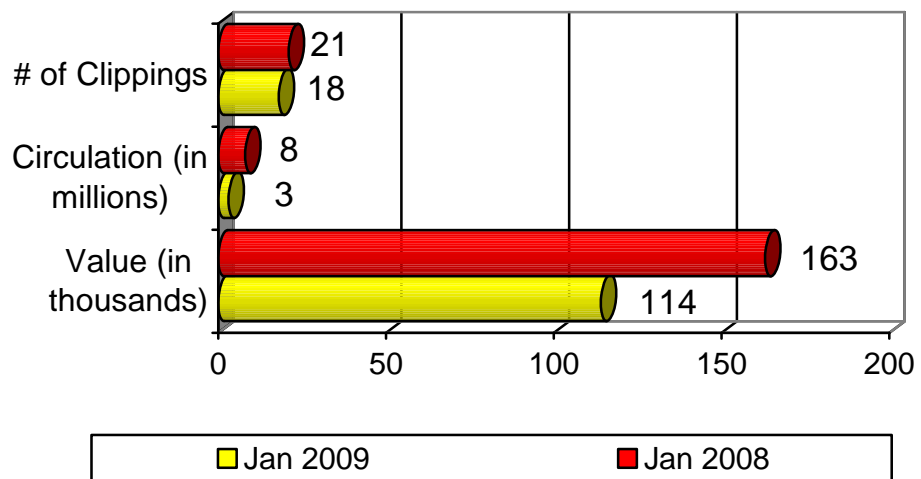
The health brochure was featured in three popular nutraceutical and health magazines as a supplement: Ernährungsumschau, PTA in der Apotheke and Pharmazeutische Zeitung, and generated enormous feedback.

Pharmacists and trade professionals nationwide contacted the CMC in order to get informational material for consumers. So far more than 1,000 health brochures were sent to health professionals and approximately 1,500 consumer brochures and flyers were sent to pharmacies around the country.

Performance Measures

MEDIA REPORT SUMMARY THROUGH JANUARY 2009

mk² upholds its commitment to meet goals set for the publicity in the German 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 – January 31, 2008: 18
 Total advertising equivalent: € 114,500
 Total circulation: 3,215,500

SUMMARY OF PREFERRED ARTICLES THROUGH JANUARY 2009

