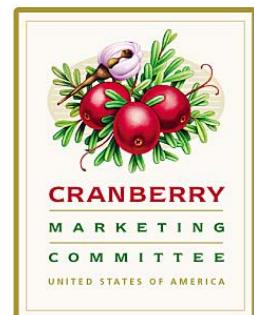




Activity Report

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

July 2009



Activity Report

Media and Trade Relations in July 2009

Media Activities

MEDIA EXPOSURE

This month we monitored an additional 6 print and 3 online articles about cranberries appearing in the Czech press. Readership exceeded 3.4 million and the media value equivalent of the publicity is worth Kč 1.8 million (\$ 99,000).

A media highlight in July was a spectacular six page feature in the magazine **Praktická žena** (readers: 209,000), a monthly women's magazine about living, fashion, health and cuisine.

The article described the difference between U.S. cranberries and lingonberries. It discusses the health benefits of cranberries and then shared six recipes produced by the Cranberry Marketing Committee which were distributed in past press mailings. These included marinated beef steak with exotic onion-cranberry dip, leavened cranberry rolls, cranberry milk, apricot-cranberry cookies, crispy French fries with cranberry dip and cheese balls with cranberries on salad. Full color photos accompany all recipes.



The magazine **Nejlepší recepty** (readers: 214,700) printed two cranberry recipes in their food section produced by the CMC, including grilled camembert with cranberry dip and grilled zucchini with cranberries – whose recipe photo opened the multi-page feature.

A 1 ½ page feature on cranberries appeared in **Překvapení** (readers 483,000), a highly circulated weekly magazine about leisure activities, entertainment and puzzles.

The article contains five recipes, two of which are produced by the Cranberry Marketing Committee and were distributed in a previous press mailing. These include pasta with cranberry nut sauce and cheese balls with cranberries. The article

notes that American cranberries were used by Native Americans for their healing features. They also explained the anti-adhesive affect of cranberries and the positive affect this has on UTIs.

EDITORIAL LOBBYING

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

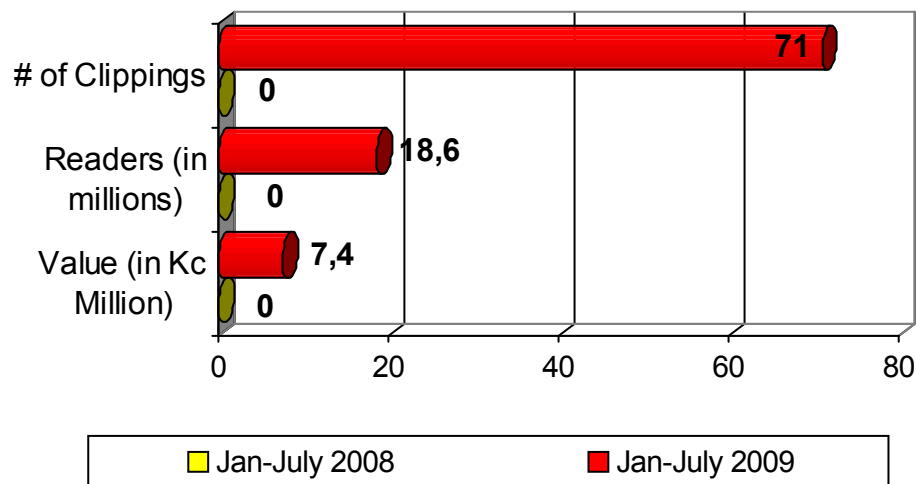
- Cosmopolitan (women's magazine)
- babinet.cz (women's online magazine)
- zena-in.cz (women's online magazine)
- apetitonline.cz (women's online magazine)



Performance Measures

MEDIA REPORT SUMMARY THROUGH JULY 2009

mk² upholds its commitment to meet goals set for publicity in the Czech 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 - July 2009:

Total advertising equivalent:

Total circulation:

71
Kč 7,354,675
(US\$ 404,500)
18,609,790

Upcoming Promotions & Activities

<i>Month</i>	<i>Activity</i>
August	<ul style="list-style-type: none"> ▪ Sweepstake promotion continues ▪ Technical manual distributed to trade ▪ Health brochure distributed to private clinics in direct mailing ▪ 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 ▪ Direct mailing to health professionals 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