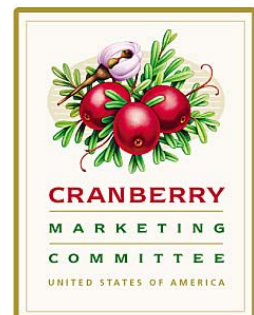




Activity Report

Media & Trade Relations in Germany
The Cranberry Marketing Committee

July 2009



Activity Report

Media and Trade Relations in July 2009

Media Activities

ARTICLES FEATURING CRANBERRIES

In July 2009 we monitored **15 press clippings and one television broadcast** reaching more than **13 million consumers** and trade professionals with an **advertising equivalence of EUR 69,100** (approximately USD 97,400).

Cranberrys schützen die Blase!
Gerade jetzt im Sommer fängt man sich schnell eine Blasenentzündung ein. Vor allem Frauen trifft es häufig. Kleine, rote Power-Beeren können das Übel verhindern. Laut einer aktuellen Studie der Columbia-Universität von New York beugen Cranberrys Harnwegsinfekten vor. Zwei Gläser Cranberry-Saft (à 150 ml) am Tag bieten einen effektiven Schutz, so die amerikanischen Forscher. Am besten morgens und abends trinken! Verantwortlich für die positive Wirkung sind antibakterielle Inhaltsstoffe, sogenannte Proanthocyanidine (kurz: PACs). Sie gehören zu den besonders aktiven Antioxidantien und verhindern, dass sich Keime an die Schleimhäute der Harnwege heften. Folge: Die Erreger werden einfach ausgespült.

Vorsorge-Tipps

- Nasse Badekleidung nach dem Schwimmen sofort ausziehen und trockene Sachen anziehen.
- Viel trinken, auch unterwegs und auf Reisen auf ausreichend Flüssigkeit achten, damit Blase und Nieren gut durchgespült werden.
- Cranberry-Extrakt gibt es auch als Tabletten und Pulver in Apotheken.

Erdbeer-Smoothie

Zutaten für 1 Glas:

- 75 g Erdbeeren
- 0,15 l fettarmer Kefir
- Zitronensaft
- 1 TL Vanillezucker

Zubereitung: Erdbeeren waschen und putzen, mit Kefir im Mixer oder mit dem Rührstab fein pürieren. Mit etwas Zitronensaft abschmecken und mit Vanillezucker süßen.

Cranberry-Joghurt-Smoothie

Zutaten für 1 Glas:

- 100 ml Cranberry-Saft
- 100 g Joghurt
- 1 Kugel Zitronensorbet
- 2-3 Minzeblättchen

Zubereitung: Cranberry-Saft mit Joghurt, Zitronensorbet und Minze mixen. In ein Longdrinkglas füllen. Mit Minzeblättern und frischen Cranberrys (falls vorhanden) dekorieren.

A press highlight this month was a publication in the popular magazine **Meine Familie & ich** (circulation: 331,700), a monthly culinary magazine featuring shopping tips, recipes for daily meals and nutritional advice. It is the only magazine sold directly at grocery store check-out counters.

The article titled "Cranberry protects the Bladder" reported that urinary tract infections are very common in the summer. The

magazine recommends cranberry juice to help prevent urinary tract infections and explains the berry's anti-adhesion effect in detail. The cranberry image was credited to the Cranberry Marketing Committee.

The TV guide **rtv** (circulation: **7,302,400**) published smoothie recipes, including the "Cranberry Yogurt Smoothie". Both the recipe and recipe image were credited to the Cranberry Marketing Committee.

Another highlight was a television broadcast featuring cranberries on the TV channel Kabel 1. In the well-known show **Fast Food Duell** (viewers 690,000), an award winning celebrity chef and a fast food restaurant prepare the same dish, competing against each other on taste, cooking expenses and preparation time. Cranberries made an



appearance in this nationwide broadcast and were introduced by celebrity chef Björn Freitag as trendy berries from North America, which not only taste good but are known for their health benefits.

GERMAN WEBSITE

In July nearly **2,000 unique visitors** visited the German CMC website. Updates this month included adding a new online contest to the homepage.

To win a cocktail mix set and cranberry cocktail guide, visitors have to compare two pictures and find five hidden mistakes in one of them.



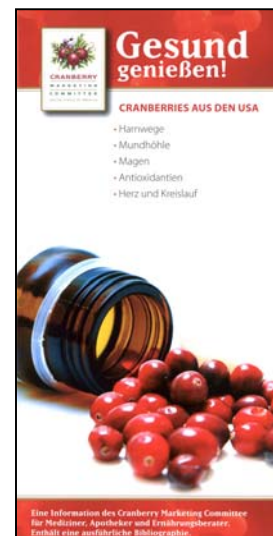
Trade Activities

HEALTH BROCHURE DIRECT MAILING

The CMC health brochure with detailed information on cranberries in regards to **anti-adhesion, urinary tract infections, oral cavities, stomach, antioxidants, heart and circulation** continues to be a real favorite among medical specialists.

A major distributor of nutraceutical products, including cranberry capsules, requested informational material to send to selected urologists and gynecologists. They were so impressed with the health brochure that they decided instead to conduct a nationwide direct mailing to 20,000 urologists and gynecologists.

This is a great success for us as this activity expanded our audience with no extra cost to the Cranberry Marketing Committee.



Upcoming Promotions & Activities

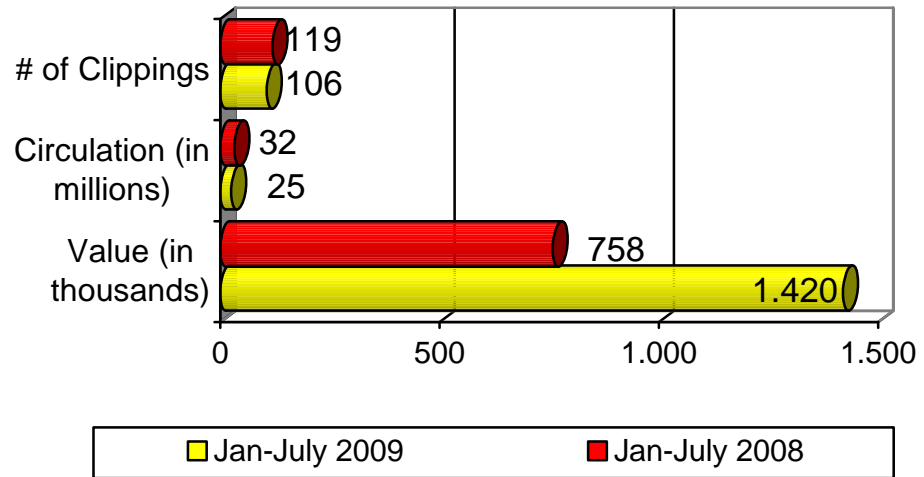
UPCOMING PROMOTIONS & ACTIVITIES

The timeline for promotions and activities scheduled for the rest of the season can be found in the appendix.

Performance Measures

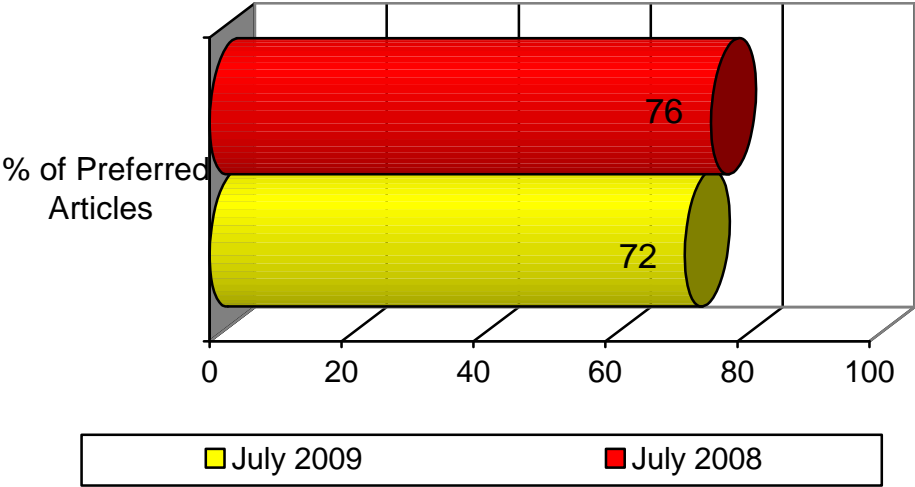
MEDIA REPORT SUMMARY THROUGH JULY 2009

mk² upholds its commitment to meet goals set for 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 – July 31, 2009:	106
Total advertising equivalent:	€ 1,419,900
Total circulation:	25,763,100

SUMMARY OF PREFERRED ARTICLES IN JULY 2009



Appendix A

Timeline

**CRANBERRY MARKETING COMMITTEE
TIMELINE 2009**

Month	Activity
August	<ul style="list-style-type: none">▪ Press mailing # 4▪ Website update
September	<ul style="list-style-type: none">▪ Newsletter 03/2009▪ Cranberry weeks▪ Website update
October	<ul style="list-style-type: none">▪ Participation in bakery trade show IBA▪ School program mailing▪ Website update
November	<ul style="list-style-type: none">▪ Cafeteria promotion▪ Newsletter 04/2009▪ Website update
December	<ul style="list-style-type: none">▪ Final media and activity report due▪ Website update