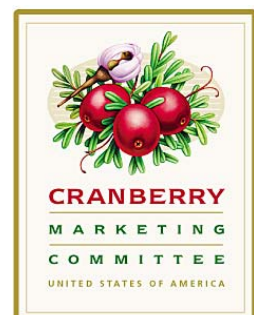




Activity Report

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

June 2009



Activity Report

Media and Trade Relations in June 2009

Media Activities

MEDIA EXPOSURE

This month we monitored an additional 2 print and 7 online articles about cranberries appearing in the Czech press. Readership exceeded 2 million and the media value equivalent of the publicity is worth Kč 491,100 (\$ 26,396).

A media highlight in June was a nearly two page article in **Síp plus** (readership: 148,200), a weekly tabloid about celebrities, news, lifestyle issues, leisure activities and health.

This article carried the headline “Accompaniments to Grilled Meat” to give consumers ideas of foods they can prepare now, in the middle of the BBQ season. Inspired from last month’s media mailing on this subject, the magazine editor shared seven recipes on this topic. Four of them were recipes produced by the Cranberry Marketing Committee, including the recipe “Spinach Salad with Avocado and Cranberry Dressing” which was featured on a full page. Also shared were the recipes “Grilled Peppers with Cranberries”, “Grilled Camembert with Cranberries” and “Potato Wedges with Cranberry Dip”.

Another media highlight was full page article in **MF DNes** (readership: 76,000), a regional division of a nationwide monthly news magazine covering a wide variety of topics.

With the title “The Healing Power of Cranberries”, this article described the various health benefits associated with eating cranberries. First they explained the difference between cranberries and



lingonberries. Then they described the U.S. heritage associated with cranberries such as how the Native American Indians used to use them to heal wounds and ease pain. Modern research topics are discussed, such as how cranberry consumption can help prevent urinary tract infections due to their anti-adhesion effect. They recommend regular cranberry consumption in order to benefit from this affect.

PRESS EVENT “SUMMER WITH CRANBERRIES”

This month we followed up to last month’s press event “Summer with Cranberries” by sending press information distributed at the event to the journalists who were invited, but did not attend. This included various recipes and recipe photos.

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:

- Praktická žena (monthly lifestyle magazine)
- Chytrazena.cz (online lifestyle magazine)
- Fitstyl (monthly magazine on wellness and healthy lifestyle)
- Appetit (monthly magazine on food)
- Blesk Hobby (weekly magazine on leisure time, home and hobbies)
- Novinky.cz (online news)



Trade Activities

TRADE VISITS

This month CMC representatives Toby Stapleton and Mike Rucier visited Prague. During the visit we met with a cranberry importer and a major food manufacturer using cranberries as an ingredient. An additional meeting was conducted with FAS Prague, where we attended an interview with the Embassy press office. Store checks were also conducted.

THIRD PARTY PROMOTIONS

This month the discount chain Lidl featured their private label McEnnedy brand cranberry drink in their flyer distributed nationwide during the week of June 11th. The drink with 25% cranberry content was being sold for CZK 32.90 per 1L. They also have their own brand of McEnnedy dried cranberries from the USA which has established itself as a year-round listed product.

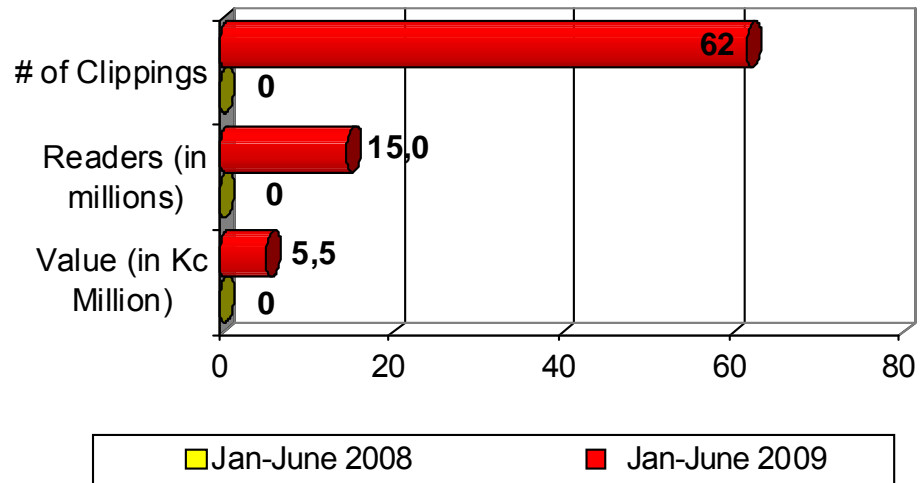


Lidl – headquartered in Germany – is the Czech Republic’s largest retailer with € 1.91 million in annual sales.

Performance Measures

MEDIA REPORT SUMMARY THROUGH JUNE 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 - June 2009

62

Total advertising equivalent:

Kč 5,508,747

(US\$ 295,747)

Total circulation:

15,138,040

Upcoming Promotions & Activities

Month	Activity
July	<ul style="list-style-type: none"> ▪ Sweepstake promotion continues ▪ Personal editorial visits ▪ Technical manual distributed to trade ▪ Website update (New prize contest)
August	<ul style="list-style-type: none"> ▪ Sweepstake promotion continues ▪ 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