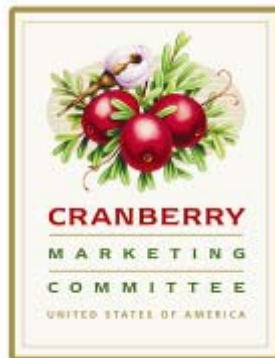




GRUPO PM

MONTHLY ACTIVITY REPORT



APRIL 2009



MEXICO

Prepared by Grupo PM, S.A. de C.V.



TRADE RELATIONS

Technical Visits

During the month of April, CMC's technical engineer visited different companies to promote consumption of US cranberries in different food applications, including bakery, foodservice and food processing.

- ❖ **CANAINPA:** From April 13th to 17th, CANAINPA carried out a confectionery seminar with US cranberries in Mexico City. Prior to the seminar, the engineer developed new special recipes jointly with CANAINPA bakery experts to be presented during these seminars.
- ❖ **Filler:** This company currently sells cranberry bread and cookies. The technical engineer visited them regarding the amount of cranberries they are currently buying, and if they need any additional information or new product development ideas. The sales department commented that their cranberry product sales are actually strong considering they are new products. They expect sales to increase as consumers become more aware of the product, are able to sample them, and ideally begin demanding the product.
- ❖ **Sanborns:** The product development team of this important restaurant chain received cranberry samples, so they will be able to develop a new recipe. We have proposed to them a cranberry seminar with both theoretical and hands-on sessions for their employees. They will propose this seminar in their monthly meeting and will let us know their decision.
- ❖ **Pane en Via:** As previously reported, the company has received cranberry samples for their development tests in bread and salads. They commented that the corporate chef, who is in charge of new product development, has received the samples. We will be contacting them soon to know which development stage they are in, and if they need any additional information or samples.
- ❖ **Pan Atta:** This bakery has previously received cranberry samples for application tests in bakery and confectionery. The company currently is not affiliated with CANAINPA, so they have not been able to attend the seminars. They are however interested in receiving as much information on cranberries as they can, and we have responded by providing them with our printed materials.



- ❖ **Toks:** CMC's technical engineer has been contacting this restaurant chain's representatives to analyze the possibility of holding a cranberry seminar for their employees. They have asked us to contact them later, so they are able to check dates of availability with their chefs.

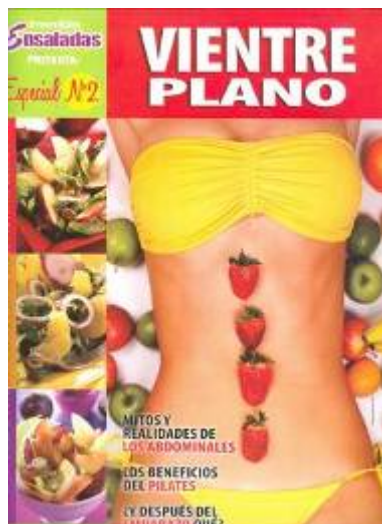
PUBLIC RELATIONS

In April 2009, we registered four pick-ups from the Mexican printed and electronic media, including some from past months. So far, CMC's PR results are very positive, with an accumulated Equivalent Space Value for 2009 of \$ 75,275.47 and a Media Cost Equivalent of \$ 263,464.15. The detailed information about media publications is as follows:

- **Irresistibles Ensaladas Magazine -Flat Abs Special Issue- (Circulation: 55,000):** In February this magazine, which specializes in salads and healthy food recipes, published a special issue with healthy recipes that aid in developing flat abs. Two specialist chefs developed two recipes for this issue using dehydrated cranberries and jelly. The recipes included were "*Cranberries and Pineapple*" and "*Ambrosia*". The article also included the health benefits of cranberries.
- **El Informador Newspaper (Circulation: 45,600):** This local newspaper from Guadalajara published on March 27th the article "*Red Delight*," mentioning cranberries' versatility, as well as nutritional information and health benefits. The recipe "*White Gelatin with Cranberries*" was included.
- **Cocina Estrella Magazine (Circulation: 75,000):** The April issue of this recipe magazine included the recipe "*Cranberry Gelatin*."
- **Cocina Facil Magazine (Circulation: 300,000):** This month, this popular cuisine magazine included the recipe "*Cranberries Salad*."



**IRRESISTIBLES ENSALADAS MAGAZINE
– FLAT ABS SPECIAL ISSUE-
FEBRUARY 2009 FRONT COVER**



**IRRESISTIBLES ENSALADAS MAGAZINE
– FLAT ABS SPECIAL ISSUE-
FEBRUARY 2009 ARTICLE**





EL INFORMADOR NEWSPAPER
MARCH 27TH 2009



COCINA ESTRELLA MAGAZINE
APRIL 2009 FRONT COVER



COCINA ESTRELLA MAGAZINE
APRIL 2009 ARTICLE





COCINA FACIL MAGAZINE
APRIL 2009 FRONT COVER



COCINA FACIL MAGAZINE
APRIL 2009 ARTICLE



PR PUBLICATIONS

MEDIA EXPOSURE MÉXICO 2009

COUNTRY	PLACEMENTS	TOTAL CIRCULATION	READERS PER COPY	EQUIVALENT SPACE VALUE	MEDIA COST EQUIVALENT (US\$)
México	27	1,516,215	3,335,673	\$ 75,275.47	\$ 263,464.15

PR PUBLICATIONS

No	Publication	Media Type	Issue/ Date	Distribution	Circulation/ Monthly Hits	Advertising Cost (US\$)
1.	Menú Diario	Magazine	January 2009	Nationwide	75,000	\$ 2,997.90
2.	Cocina Mariposa "Postre + Café"	Magazine	January 2009	Nationwide	70,000	\$ 5,368.00
3.	Diario de Morelos Sección Magazine "Salud"	Newspaper	January 2 nd 2009	Cuernavaca and Metropolitan Area	30,487	\$ 744.00
4.	Life & Style Shockvisual	Web Page	January 2 nd 2009	Nationwide	12,500	\$ 360.00
5.	Life & Style Shockvisual	Web Page	January 16 th 2009	Nationwide	12,500	\$ 360.00



No	Publication	Media Type	Issue/ Date	Distribution	Circulation/ Monthly Hits	Advertising Cost (US\$)
6.	Life & Style Shockvisual	Web Page	January 23 rd 2009	Nationwide	12,500	\$ 360.00
7.	Life & Style Shockvisual	Web Page	January 30 th 2009	Nationwide	12,500	\$ 360.00
8.	Irresistibles Gelatinas	Magazine	January 2009	Nationwide	50,000	\$ 1,728.00
9.	Life & Style Shockvisual	Web Page	February 3 rd 2009	Nationwide	12,500	\$ 360.00
10.	Life & Style Shockvisual	Web Page	February 6 th 2009	Nationwide	12,500	\$ 360.00
11.	Life & Style Shockvisual	Web Page	February 13 th 2009	Nationwide	12,500	\$ 360.00
12.	Cocina Estrella	Magazine	February 2009	Nationwide	75,000	\$ 6,048.00
13.	Revista del Consumidor	Magazine	February 2009	Nationwide	70,000	\$ 342.85
14.	Jugos Curativos	Magazine	February 2009	Nationwide	35,000	\$ 2,000.00
15.	Kena Especial Guía de la Salud	Magazine	February 2009	Nationwide	70,000	\$ 2,944.00
16.	Alkimia	Magazine	February 2009	Nationwide	10,000	\$ 4,320.00
17.	Club Spira	Magazine	February 2009	Nationwide	150,000	\$ 11,068.80
18.	Restaurantes de México	Web Page	February 26 th 2009	Nationwide	25,000	\$ 720.00
19.	Jugos Espec. La gran enciclopedia de los jugos	Magazine	March 2009	Nationwide	35,000	\$ 3,200.00
20.	Cocina Vital	Magazine	March 2009	Nationwide	115,128	\$ 9,296.00
21.	Life & Style Shockvisual	Web Page	March 02 nd 2009	Nationwide	12,500	\$ 360.00
22.	Platillos Dietéticas	Magazine	March 2009	Nationwide	30,000	\$ 2,776.00
23.	Siempre en Familia	Magazine	March 2009	Nationwide	100,000	\$ 4,872.00
24.	Siempre en Familia	Magazine	March 2009	Nationwide	100,000	\$ 4,872.00
25.	El Informador Sección Calor de Hogar	Newspaper	March 27 th 2009	Guadalajara and Metropolitan Area	45,600	\$ 1,280.00
26.	Cocina Estrella	Magazine	April 2009	Nationwide	75,000	\$ 6,048.00
27.	Cocina Fácil	Magazine	April 2009	Nationwide	300,000	\$ 4,761.92



Press Release

In April, an article written by the nutritionist Gloria Corral was sent to media contacts as a press release. The article was titled "*Why Drink Cranberry Juice?*" The article mainly answered some basic questions regarding cranberry juice, such as how much juice a person should drink, where to find it, if kids can drink it as well, and even how to form the habit of drinking cranberry juice on a daily basis. The article mentioned all of the health benefits to be gained from drinking cranberry juice.



PR MASSIVE MEDIA AIRINGS

In March, the Cranberry Marketing Committee started appearing in massive media shows, where interviewees talk about cranberries' health benefits and versatility, and/or cook a special recipe for all the audience. This month we were not able to arrange more massive media airings, but we expect to increase them in the upcoming months. The next chart shows detailed information regarding massive media airings.

COUNTRY	AIRINGS	EQUIVALENT SPACE VALUE	TOTAL AUDIENCE
Mexico	1	\$ 2,559.86	450,000

No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
1	Bionatura	136 de Sky (local channel 34) TV Mexiquense	Tue March 3rd, 2009	5'00"	450,000	Chef Geraldine	Mexico City & Metropolitan Area, per Cable Nationwide	Recipe elaboration "Rejuvenating Juice" with cranberry juice as one of the main ingredients.	\$ 2,559.86



OTHER ACTIVITIES

CMC WEBSITE

In March 2009, CMC's Spanish website received 215 unique visitors, basically remaining stable, as the amount of visitors only decreased 1.8% in comparison to the previous month.

NEW CRANBERRY PRODUCTS

This month, we have found three new different cranberry products in the Mexican market.

- **Bimbo “Multigrano Mas” Red Fruits Snack Bar:** Bimbo has introduced a new high-fiber snack bar line named “Multigrano Mas”, including the “Red Fruits” flavor. This product combines cranberries, strawberries, blackberries and cherries in marmalade. The product package highlights the antioxidant content and it is trans-fat free.
- **Filler’s Arandano Cookies:** Filler developed these “Cranberry Chip Cookies”, which also contain sunflower seeds and pecans. The tagline “New & Different” is included in the package, as well as some health benefits of cranberries.
- **Northland Light Cranberry Juice:** The US brand Northland is being imported by Sam’s Club in Mexico. Their Light (Fiber Added) Cranberry Juice Cocktail has been introduced recently. The product label includes information regarding anti-oxidant content of cranberries and their health benefits.





CANAINPA GELLATINS SEMINAR

From April 13th to 17th, CANAINPA carried out a confectionery seminar with US cranberries. During the whole seminar, a total of eight cranberry recipes were developed using dehydrated cranberries, as well as jelly and juice. Seminar participants also learned how to prepare a cranberry cream. On this occasion, the seminar had 32 participants from bakeries and confectionery product stores affiliated to CANAINPA in Mexico City. Some participants were familiar with cranberries beforehand, and commented that they have already started applying them to some of their products, and in this seminar they learned new applications. Overall, the seminar had a really positive response, and we are willing to hold a new seminar soon with new specially developed recipes.

