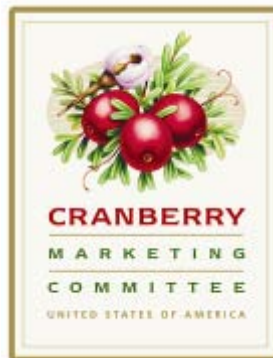




GRUPO PM

MONTHLY ACTIVITY REPORT



FEBRUARY 2009



MEXICO

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



TRADE RELATIONS

Technical Visits

During February, CMC's technical engineer continued visiting different companies to promote consumption of US cranberries for different food applications, including bakery, foodservice and food processing.

- ❖ **CANAINPA:** A special cranberries gelatin seminar was carried out in CANAINPA facilities from February 16th to 21st. The seminar participants were mainly employees from different bakeries located in Mexico City. Important industry contacts were created during this event. The technical engineer was in charge of event organization and also gave the presentation to participants. The technical engineer also organized the "hands-on" section, where the CANAINPA bakery and confectionery specialists also assisted.
- ❖ **El Palacio de Hierro:** This department store chain, with in-house restaurants, received cranberry samples for their confectionery products tests, as they are constantly renewing their menu. They are interested in developing some new ideas with their bakery and confectionery specialists jointly with our technical engineer.
- ❖ **Sanborns:** As this important restaurant chain previously received cranberry samples, we have contacted them in order to know the results and if they need any additional information or support. They commented that they have finished the testing process and had positive results. The next step for them is to wait for production approval. The engineer will be contacting them to monitor any advances or requirements.
- ❖ **Toks:** We have talked to representatives of this restaurant chain to analyze the possibility of holding a technical and practical seminar for their employees. They are interested, but they are still having internal discussion to establish a final date.
- ❖ **Sawbona:** This company had the idea of developing new cranberry juice mixes. However, they are considering holding off on development of new combinations, as their current cranberry/apple juice is having positive results.
- ❖ **Pane en Via:** We have contacted this restaurant chain to determine if they had a final answer regarding the technical seminar previously offered for their personnel. They previously



commented that the first quarter of the year would be the right time. However, they don't have a final answer yet. We will keep in touch with them and inform them about the benefits this seminar would bring, especially since they currently sell cranberry drinks.

- ❖ **Pan Filler:** This company currently sells cranberry cookies and bread and now they want to make additional product tests with flavored cranberries in cookies. The technical engineer visited them to give them the product samples needed and also offered them additional technical advice. We will be closely monitoring their tests, advances and results.

- ❖ **La Morisca:** This company received flavored cranberry samples, in order to make some new product tests. Currently this company has clients who manufacture specialized gourmet products, so these flavored cranberries might be interesting for them. The engineer will be monitoring their results.

- ❖ **Megafarma:** This important cranberry products distributor received informative printed materials, which they have requested for their clients. Additionally, we have been discussing the possibility of offering technical seminars for some of their clients.

PUBLIC RELATIONS

During February 2009, CMC has continued having positive results in Public Relations efforts with 8 pick-ups registered from the Mexican printed and electronic media. So far, the PR efforts for CMC in Mexico are remarkable, having an accumulated Equivalent Space Value for 2009 of \$ 29,012.75 and a Media Cost Equivalent of \$ 101,544.63. The detailed information about media publications is:

- **Life & Style Shockvisual Website (Monthly Hits: 12,500):** On February 3rd, this website published an article entitled "*Cranberry Juice and Its Impact in Cholesterol Levels*" within the "*Gastronomy & Lifestyle*" section. And within the section, "*Recipes & Lifestyle*", the website included the "*Bittersweet Salsa Stuffed Pork Loin*" recipe on February 6th. Finally, on February 13th the website included the article, "*Cranberries, the Healthy Touch*".

- **Cocina Estrella Magazine (Circulation: 75,000):** The February issue of this recipes magazine included the "*Cranberry Gelatin*" recipe.



- **Revista del Consumidor Magazine (Circulation: 70,000):** This magazine included the article “Feeding and Nutrition: Some Examples of Healthy Red Fruits” during February, where cranberries were mentioned.
- **Jugos Curativos Magazine (Circulation: 35,000):** This healthy/functional juice recipes magazine published the recipe, “Cranberry and Grapefruit Juice”, in February.
- **Kena Magazine -Healthy Guide Issue- (Circulation: 70,000):** This special Health Guide Issue of Kena magazine mentioned cranberries and their health benefits in the “Alternative Health” section of the magazine.
- **Alkimia Magazine (Circulation: 10,000):** The February issue included section a special article regarding cranberries health properties, including the recipe “Bittersweet Salsa Stuffed Pork Loin”, in the “Naturally” section of the magazine.

LIFE & STYLE SHOCKVISUAL WEBSITE FEBRUARY 2009





REVISTA DEL CONSUMIDOR MAGAZINE
FEBRUARY 2009 COVER



REVISTA DEL CONSUMIDOR MAGAZINE
FEBRUARY 2009 ARTICLE



JUGOS CURATIVOS MAGAZINE
FEBRUARY 2009 COVER



JUGOS CURATIVOS MAGAZINE
FEBRUARY 2009 ARTICLE





KENA – GUIA DE LA SALUD- MAGAZINE
FEBRUARY 2009 COVER



KENA – GUIA DE LA SALUD- MAGAZINE
FEBRUARY 2009 ARTICLE



ALKIMIA MAGAZINE
FEBRUARY 2009 COVER



ALKIMIA MAGAZINE
FEBRUARY 2009 ARTICLE





PR PUBLICATIONS

MEDIA EXPOSURE MÉXICO 2008

COUNTRY	PLACEMENTS	TOTAL CIRCULATION	READERS PER COPY	EQUIVALENT SPACE VALUE	MEDIA COST EQUIVALENT (US\$)
México	16	572,987	1,260,571	\$ 29,012.75	\$ 101,544.63

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
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



Press Release

During this month the nutritionist, Gloria Corral, wrote the article “*Cranberries and Cholesterol Levels*”, which was sent to the media as a press release. The article starts by defining cholesterol and the two different existing types, as well as how their levels affect our overall health. Cranberries are mentioned as an important antioxidant source, beneficial in diminishing the cholesterol levels, and also helping to avoid cardiovascular diseases. The article finally recommends drinking cranberry juice on a daily basis.

OTHER ACTIVITIES

CMC WEBSITE

During February 2009, CMC’s Spanish website received 167 unique visitors, representing a decrease of 26% versus last month. The final changes are being made to the website.

CANAINPA GELATIN SEMINARS

A special cranberries gelatin seminar was carried out in CANAINPA facilities from February 16th to 21st. The products used were cranberry juice and dehydrated cranberries. During the event, the technical engineer gave a presentation with information about cranberries, as well as offering samples of baked goods with cranberries. A total of 10 gelatin recipes were developed during the “hands-on” section of these seminars. The seminar participants were mainly employees from different bakeries located in Mexico City. Important industry contacts were created during this event.





NEW CRANBERRY PRODUCTS

The following new cranberry products were registered during February 2009:

**Gamesa's Habaneras
Cranberry and Pruns Fiber Crackers**



**Mareblu Naturals
CranStrawberry Trail Mix Crunch**



**Bel-Ara
Chili Flavored Cranberries**



**Hershey's Supreme
Cranberries, Blueberries &
Almond Chocolate Bar**

**Del Valle Anti-Ox
Cranberry Juice**

**Bay Mist
Cranberry Juice**



Important brands such as Gamesa (Pepsico), Hershey's and Del Valle (one of the most important processors of non alcoholic beverages in Mexico) have launched cranberry products recently. This is a great success since this shows that cranberries are becoming a more demanded product among consumers and, as a result, big processors are now launching products with cranberry.