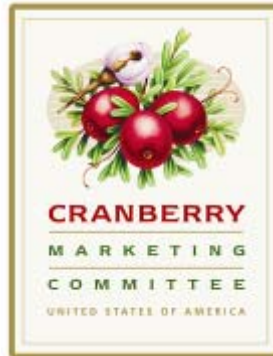




GRUPO PM

MONTHLY ACTIVITY REPORT



OCTOBER 2008



MEXICO

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



TRADE RELATIONS

Technical Visits

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

- ❖ **El Globo:** This important baked products chain previously received cranberry samples. For this reason, CMC's technical engineer has been contacting them in order to know if they have already conducted product development tests and/or if they need any additional support or information. We will offer them more samples for elaboration of their bakery and dessert products.
- ❖ **Panatta:** This company received cranberry printed materials as part of CMC's initial contact, in addition to cranberry samples for product application tests. We will provide this company with more cranberry samples for dessert testing, as they have showed real interest in this area.
- ❖ **Toks:** This is an important restaurant chain in Mexico. They will host CMC's engineer next month in order to give them technical information regarding cranberries, as well as to present the possibility of holding a technical application seminar within their facilities.
- ❖ **Belem:** This company received CMC's technical printed information and we will eventually make an appointment with them to provide cranberry samples for bakery and dessert product testing.
- ❖ **El Palacio de Hierro:** As on previous occasions, CMC's technical engineer visited this company to talk about the possibility of developing a new cranberry dish or beverage. Therefore, we will provide them with cranberry samples. Additionally, we expressed our interest in holding a technical application seminar within their facilities.
- ❖ **Unilever:** We visited this important food manufacturing company to provide them with cranberry information and technical support. We made contact with the product development department and will eventually send them cranberry samples for product application tests.



- ❖ **Delicias para Celiacos:** This company specializes in products for people with celiac disease, or those who can not eat any product with gluten. The company currently uses cranberries in some of their products, so we gave them informational printed materials for their clients. They are also interested in holding a technical seminar for their current clients.

- ❖ **Angus:** This restaurant chain, specialized in prime cuts of meat, received printed information on cranberries as part of an initial contact. We will contact them later to connect with the person in charge of product tests and recipe development.

PUBLIC RELATIONS

In October 2008, CMC had positive results in Public Relations efforts with 4 pick-ups registered from the Mexican printed and electronic media. So far, the accumulated Equivalent Space Value for 2008 is \$ 152,857.49 and the Media Cost Equivalent is \$ 535,001.22. The detailed information about media publications is:

- **Restaurantes de Mexico Website (Monthly Hits: 25,000):** This website for the restaurant industry published the recipe "*Bittersweet Sauce Filled Loin*" on October 8th, 2008.

- **Proveedores Turisticos Website (Monthly Hits: 25,000):** On September 8th, 2008 this website published the recipe "*Bittersweet Sauce Filled Loin*" in their special recipe section from suppliers.

- **Restaurantes de Mexico Website (Monthly Hits: 25,000):** This website also included on October 23rd the recipes "*Cranberry Shot*", "*Cranpiña Colada*", "*Cranberry Sangria*" and "*Cranberry Margarita*" as part of the "*Wines and Beverages*" section, and it was titled "*Cranberries: a Versatile Ingredient for Drinks*".

- **Clara Special Cuisine Issue (Circulation: 100,435):** The special cuisine issue of this magazine published in October included the recipes "*Mushroom Filled Fillet with Cranberry Jelly and Aprons Sauce*" and "*Pears and Peaches Biscuits*", which used cranberries as an ingredient, within the main dishes section.



RESTAURANTES DE MEXICO WEBSITE OCTOBER 8TH 2008



PROVEEDORES TURISTICOS WEBSITE OCTOBER 8TH 2008



RESTAURANTES DE MEXICO WEBSITE OCTOBR 23RD 2008





CLARA MAGAZINE, CUISINE SPECIAL ISSUE
OCTOBER 2008 FRONT COVER



CLARA MAGAZINE, CUISINE SPECIAL ISSUE
OCTOBER 2008 ARTICLE





PR PUBLICATIONS

MEDIA EXPOSURE MÉXICO 2008

COUNTRY	PLACEMENTS	TOTAL CIRCULATION	READERS PER COPY	EQUIVALENT SPACE VALUE	MEDIA COST EQUIVALENT (US\$)
México	52	2,722,365	5,989,203	\$ 152,857.49	\$ 535,001.22

PR PUBLICATIONS

No	Publication	Media Type	Issue/ Date	Distribution	Circulation/ Monthly Hits	Advertising Cost (US\$)
1.	Proveedores Turísticos	Web Page	January 03 rd 2008	Nationwide	25,000	\$ 857.14
2.	Irresistibles Ensaladas	Magazine	January 2008	Nationwide	50,000	\$ 1,363.10
3.	Canainpa	Web Page	January 28 th 2008	Nationwide	10,000	\$ 476.19
4.	Comer Bien	Magazine	January 2008	Nationwide	40,000	\$ 590.16
5.	Irresistibles Gelatinas	Magazine	February 2008	Nationwide	50,000	\$ 2,114.28
6.	Siempre en Familia	Magazine	February 2008	Nationwide	70,000	\$ 4,361.90
7.	Cocina Casera	Magazine	February 2008	Nationwide	70,000	\$ 1,638.09
8.	Kena Cocina	Magazine	March 2008	Nationwide	75,000	\$ 9,561.90
9.	Cocina Fácil	Magazine	March 2008	Nationwide	300,000	\$ 8,554.66
10.	Cocina Casera	Magazine	April 2008	Nationwide	70,000	\$ 2,523.80
11.	Irresistibles Ensaladas	Magazine	April 2008	Nationwide	50,000	\$ 6,000.00
12.	Cocina Fácil	Magazine	April 2008	Nationwide	155,000	\$ 17,109.33
13.	Irresistibles Gelatinas	Magazine	April 2008	Nationwide	50,000	\$ 257.14
14.	Maravillas de la Repostería	Magazine	April 2008	Nationwide	30,000	\$ 980.95
15.	Irresistibles Jugos	Magazine	May 2008	Nationwide	70,000	\$ 6,171.42
16.	Público Milenio	Newspaper	May 10 th 2008	Guadalajara and Metropolitan Area	33,440	\$ 3,444.57
17.	Canainpa	Web Page	May 19 th 2008	Nationwide	10,000	\$ 476.19



No	Publication	Media Type	Issue/ Date	Distribution	Circulation/ Monthly Hits	Advertising Cost (US\$)
18.	Kena	Magazine	May 2008	Nationwide	100,000	\$ 6,723.80
19.	Irresistibles Ensaladas	Magazine	June 2008	Nationwide	55,000	\$ 2,152.38
20.	Irresistibles Jugos Especial "Celulitis"	Magazine	June 2008	Nationwide	70,000	\$ 3,457.14
21.	Delicias para Diabéticos	Magazine	June 2008	Nationwide	25,000	\$ 1,542.85
22.	Publico Milenio	Newspaper	June 2008	Guadalajara and Metropolitan Area	33,440	\$ 1,719.64
23.	Chilango	Magazine	July 2008	Nationwide	58,500	\$ 822.00
24.	Irresistibles Gelatinas	Magazine	July 2008	Nationwide	50,000	\$ 2,160.00
25.	Siempre en Familia	Magazine	July 2008	Nationwide	70,000	\$ 7,006.66
26.	Proveedores Turísticos	Web Page	July 04 th 2008	Nationwide	25,000	\$ 1,800.00
27.	Restaurantes de México	Web Page	July 04 th 2008	Nationwide	25,000	\$ 900.00
28.	Restaurantes de México	Web Page	July 24 th 2008	Nationwide	25,000	\$ 900.00
29.	Proveedores Turísticos	Web Page	July 25 th 2008	Nationwide	25,000	\$ 900.00
30.	Irresistibles Jugos	Magazine	July 2008	Nationwide	70,000	\$ 1,410.00
31.	Maravillas de la Repostería	Magazine	August 2008	Nationwide	30,000	\$ 2,060.00
32.	Irresistibles Ensaladas	Magazine	August 2008	Nationwide	55,000	\$ 2,260.00
33.	El Mural "Buena Mesa"	Newspaper	August 15 th 2008	Guadalajara and Metropolitan Area	45,576	\$ 609.60
34.	Proveedores Turísticos	Web Page	August 21 st 2008	Nationwide	25,000	\$ 900.00
35.	Restaurantes de México	Web Page	August 21 st 2008	Nationwide	25,000	\$ 900.00
36.	Proveedores Turísticos	Web Page	August 22 nd 2008	Nationwide	25,000	\$ 900.00
37.	Diario de Morelos "Magazine"	Newspaper	August 25 th 2008	Cuernavaca and Metropolitan Area	30,487	\$ 1,046.25
38.	Irresistibles Jugos Esp. Jugos quema grasa	Magazine	August 2008	Nationwide	70,000	\$ 2,220.00
39.	Más Pollo	Magazine	August 2008	Nationwide	30,000	\$ 2,500.00
40.	Irresistibles Ensaladas Esp. "Baja de Peso"	Magazine	September 2008	Nationwide	55,000	\$ 1,920.00
41.	Irresistibles Jugos	Magazine	September 2008	Nationwide	45,000	\$ 1,410.00
42.	Irresistibles Gelatinas	Magazine	September 2008	Nationwide	50,000	\$ 2,160.00



Press Release

The press release sent to the media during October was titled "*Cranberries, a Health Promoting Fruit*", which includes information regarding urinary infection prevention and antioxidant content. This article was written by the nutritionist Gloria Corral.



PR MASSIVE MEDIA AIRINGS

Since January 2008, the Cranberry Marketing Committee has appeared in different TV and Radio shows, where interviewees talk about cranberries' health benefits and versatility, and/or cook a special recipe for all the audience. The next chart shows detailed information regarding the massive media airings.

COUNTRY	AIRINGS	EQUIVALENT SPACE VALUE	TOTAL AUDIENCE
Mexico	7	\$ 70,188.05	4,054,167

No	Show	Media Type	Issue/ Date	Time	Theme	Advertising Cost (US\$)
1	Te Levanta	134 de Sky (channel 34, TV Mexiquense)	February 1st, 2008	6' 50"	Recipe/Cookies with Cranberries	\$ 3,309.09
2	Con Sazón	Radio Mujer 1040 AM Promomedios Radio	March 13th, 2008	35'	Cranberry Juice/World Kidney Day, 13th March	\$ 3,580.00
3	Te Levanta	134 de Sky (channel 34, TV Mexiquense)	March 28th, 2008	5' 45"	Recipes/Waffles	\$ 2,774.54
4	Te Levanta	134 de Sky (channel 34, TV Mexiquense)	April 1st, 2008	5' 51"	Recipes/Chicken with Cranberry Sauce	\$ 2,805.09
5	Al Sabor del Chef	Channel 2 Televisa	April 4th, 2008	3' 06"	Cosmopolitan Martini	\$ 29,657.14
6.	Con Sazón	Radio Mujer 1040 AM Promomedios Radio	April 18th, 2008	34' 50"	Cranberries Benefits and Recipes	\$ 3,528.00
7.	Hoy	Channel 2 Televisa	May 12th, 2008	2' 46"	Cranberry Juice/Urinary Tract Infections	\$ 24,533.33



OTHER ACTIVITIES

CRANBERRY PRODUCT SAMPLING IN SUPERMARKET STORES

Arrangements for cranberry product sampling in retail outlets are in progress and are expected to start the first weekend of December 2008, running through the beginning of January 2009 in three supermarket chains: Comercial Mexicana, Chedraui and Wal-Mart in nine cities.

CANIRAC 50th ANNIVERSARY PARTICIPATION

CMC has been invited to support CANIRAC's (Mexican Restaurants Association) 50th Anniversary Celebration, which will be held on November 27th 2008. We will provide them with cranberries for their dishes and CMC's logo will be included on some printed materials in response to the support.



CMC PARTICIPATION IN EXPROTUR VALLARTA

October 8th-10th, 2008, CMC participated in the EXPROTUR Vallarta trade show at the "All American Café" of the U.S. Pavilion where different cooperators were invited to participate with informative materials and the opportunity to create recipes using US products. CMC provided informative brochures about US cranberries and also supplied a delicious cocktail using cranberry juice. This recipe was made by a chef hired by the US embassy's ATO office who discussed the versatility of



cranberries in the preparation of different dishes and drinks while making the recipe for the audience. Images of this show are shown next:

