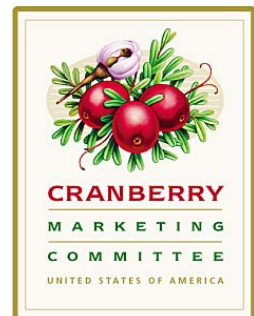




Activity Report

Media & Trade Relations in Poland
The Cranberry Marketing Committee

February 2011



FEBRUARY ARTICLES

The following articles appeared in printed publications in February:

Publication	Circulation	Date	Size	Headline	Cat.	Value PLN
1. Home&Home	180.000	01.02.11	2	CMC recipe: Coconut chicken Quiche Lorraine	1	38.453
2. Tele Tydzień	1.400.000	07.02.11	1/3	Treasures hidden in cranberries	2	44.107
3. Echo Dnia	44.500	16.02.11	1/3	CMC recipe: Cranberry porridge Energy from cranberries	1	2.775
4. Gazeta Jędrzejowska	3.000	16.02.11	1/3	What we need cranberries for	2	2.365

The following online articles appeared in February:

Website	Visitors per Month/ Viewers	Date	Pages	Headline	Cat.	Value PLN
5. kobieta.interia.pl	19.253	08.02.11	1	What we need cranberries for	2	3.928
6. szamotuly.nasze miasto.pl	2.000	10.02.11	1	St. Valentine's kitchen with aphrodisiacs	4	279
7. urodaizdrowie.pl	127	10.02.11	1	Fruit cocktails	5	26
8. jezdrowie.pl	144	13.02.11	1	Fruits and vegetables for diabetics	5	91
9. urodaizdrowie.pl	127	14.02.11	1	Wonderful values of cranberries	1	26
10. portel.pl	18.433	15.02.11	1	Aristocrat in purple represents Elblag	4	3.760
11. kobieta.wp.pl	78.075	16.02.11	1	Love on the plate	2	15.927
12. rp.pl	153	20.02.11	1	Is there a cure for cancer?	4	31
13. modajja.pl	106	21.02.11	1	Women have a higher chance for urinary tract infections	5	29
14. zdrowie.re.pl	6.040	22.02.11	1	Treasures hidden in cranberries	3	648
15. urodaizdrowie.pl	127	28.02.11	1	Cranberries for urinary tract infections	1	26

This month, 67% of the media exposure was preferred.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	4	41.280 zł	41.280 zł	
Category 2	4	66.400 zł	33.200 zł	
Category 3	1	650 zł	220 zł	
Category 4	3	4.070 zł	1.020 zł	
Category 5	3	150 zł	20 zł	
Total:	15	112.550 zł	75.740 zł	67 %

POLISH WEBSITE

This month, 634 unique visitors visited the CMC Polish language website, compared to 615 in January 2011. Web users were mostly interested in the archive of CMC recipes.



The emailing of “4 ingredients” was sent to 106 media contacts. Four cranberry recipes were introduced with beef, pasta, veal, and fish, and showed editors that it only takes four ingredients to prepare a special meal.



Furthermore, the emailing of “Cooking for love” was sent to five important daily and internet media contacts. Four cranberry recipes were introduced with artichokes, strawberries, figs, and prawns, and showed editors that cranberries can transform many dishes into aphrodisiacs. The website was also updated with the recipes.




The Polish CMC website received a new look. Over the past few weeks, the design was adopted from the U.S. CMC website and was launched in February 2011.

Trade Relation

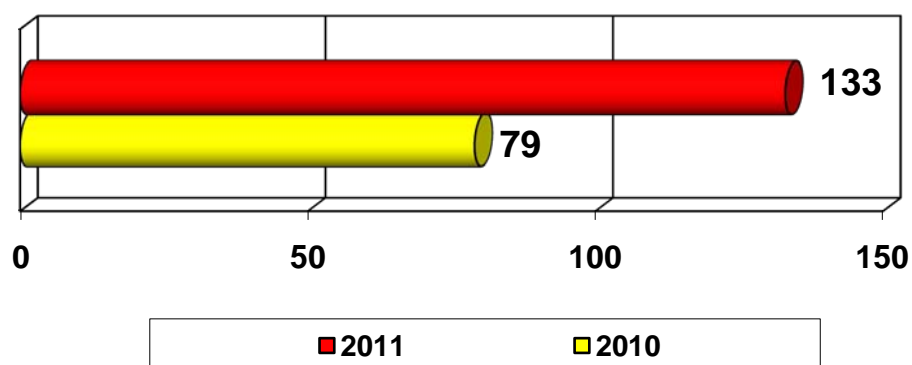
NEW PRODUCTS

This month, 6 new cranberry products were launched in the Polish market. Face and body lotions with cranberries and argan oil were the newest innovations in the polish cosmetic market.

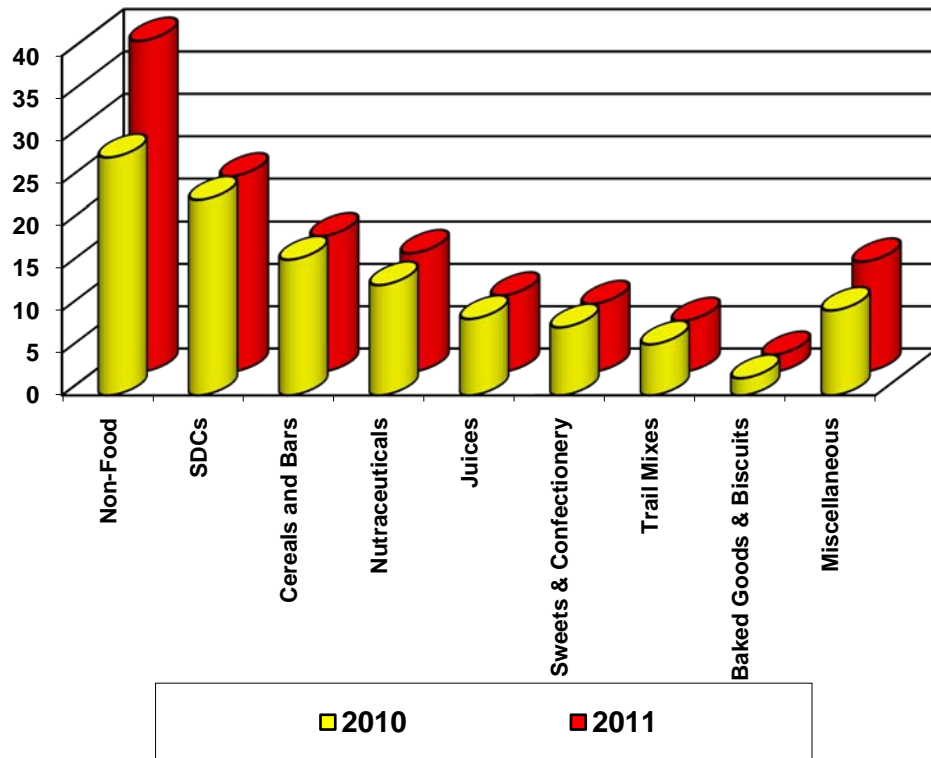
New Products			
Product	Photo	Producer/Brand	Description
Pate with cranberries		Indykpol	Pate with cranberries in 110g plastic package. <u>Cranberry content:</u> no information. <u>Country of origin:</u> Poland <u>Price:</u> 3,8 PLN
Hand cream		Verona	Hand cream with cranberry and argan oil extract in 100 ml bottle. <u>Cranberry content:</u> no information <u>Country of origin:</u> Poland <u>Price:</u> 5,50 PLN

New Products			
Product	Photo	Producer/Brand	Description
Face cream		Verona	Face cream with cranberry and argan oil extract in 100 ml bottle. <u>Cranberry content:</u> no information <u>Country of origin:</u> Poland <u>Price:</u> 7,50 PLN
Face cream		Oriflame	Face cream with cranberry extract in 75 ml jar. <u>Cranberry content:</u> no information <u>Country of origin:</u> Poland <u>Price:</u> 25 PLN
Cranberry vodka		Stock	Cranberry vodka in 500ml bottle. <u>Cranberry content:</u> no information <u>Country of origin:</u> Poland <u>Price:</u> 19,99 PLN
Cranberry vodka		Stock	Cranberry vodka in 700ml bottle. <u>Cranberry content:</u> no information <u>Country of origin:</u> Poland <u>Price:</u> 28,99 PLN

TOTAL PRODUCTS



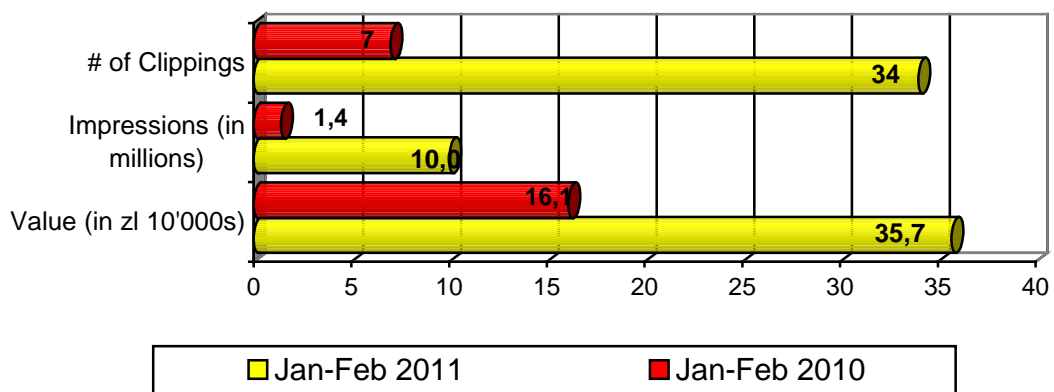
The historical development in 2011 is as follows:



Performance Measures

MEDIA REPORT SUMMARY THROUGH FEBRUARY 11

mk² upholds its commitment to meet goals set for the publicity of CMC in the Polish media, both in terms of value of articles as well as the number of articles published (including press, radio and TV exposure).



Total number of clippings from January –February 2011:

34

Total advertising equivalent:

zł 335,750

(US\$ 117,500)

Total impressions:

10,504,000

Upcoming Promotions & Activities

Month	Activity
March	<ul style="list-style-type: none"> ▪ E-Mailing "Cakes" sent to monthlies ▪ E-Mailing "Picnic" mailed to monthlies
April	<ul style="list-style-type: none"> ▪ E-Mailing "4 Ingredients" sent to weeklies ▪ E-Mailing "4 Ingredients" sent to dailies and internet portals ▪ E-Mailing "Picnic" sent to weeklies, dailies and internet portals
May	
June	<ul style="list-style-type: none"> ▪ E-Mailing "Cakes" sent to weeklies, dailies and internet portals ▪ E-Mailing "Low Budget" sent to monthlies ▪ Restaurant promotion commences
July	<ul style="list-style-type: none"> ▪ E-Mailing "Muffins" sent to monthlies ▪ Cooperation with Morning TV ▪ Restaurant promotion continues
August	<ul style="list-style-type: none"> ▪ E-Mailing "Low Budget" sent to weeklies, dailies and internet portals ▪ E-Mailing "Muffins" sent to weeklies, dailies and internet portals ▪ E-Mailing "All American" sent to monthlies ▪ Cooperation with Makłowicz w podróży TV
September	<ul style="list-style-type: none"> ▪ E-Mailing "Muffins" sent to weeklies, dailies and internet portals ▪ E-Mailing "All American" sent to monthlies ▪ Cooperation with Makłowicz w podróży TV
October	<ul style="list-style-type: none"> ▪ E-Mailing "Chocolate" sent to monthlies
November	<ul style="list-style-type: none"> ▪ E-Mailing "All American" sent to weeklies, dailies and internet portals
December	<ul style="list-style-type: none"> ▪ E-Mailing "Chocolate" sent to weeklies, dailies and internet portals