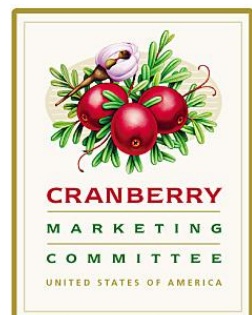




Activity Report

Media & Trade Relations in Switzerland
The Cranberry Marketing Committee

September 2011



Activity Report

Media and Trade Relations in September 2011

Media Activities

MEDIA EXPOSURE

In September, we monitored **three clippings** about US cranberries, including two print and one online media mention. The publicity reached **216,000 consumers** with an **advertising equivalence** of **CHF 21,000** (approximately USD 23,500).

This month's highlight was a three-page article in the journal **Ars Medici** (circulation: 8,000), comparing the effectiveness of antibiotics and cranberries against recurring bladder infections. The author concludes that cranberry products can significantly reduce the frequency of bladder infections. The article also advised of an additional benefit of using cranberry products in the treatment of bladder infections; the lack of resistance issues that sometimes present themselves with ongoing antibiotic usage. *Ars Medici* is a bi-monthly trade journal for general practitioners, internists and pediatricians.



This month, 30 % of the media exposure was preferred.

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	0	0 CHF	0 CHF	
Category 2	0	0 CHF	0 CHF	
Category 3	2	16,000 CHF	5,333 CHF	
Category 4	0	0 CHF	0 CHF	
Category 5	1	5,000 CHF	2.100 CHF	
Total:	3	21,000 CHF	6,333 CHF	30 %

The share of preferred articles year to date is **34 %**.

PRINTED PUBLICATIONS

	Publication	Circulation	Date	Size	Headline	Cat.	Value in CHF
1.	Ars Medici	8,000	23.09.11	3	Protection against UTI: Cranberry vs. Antibiotics	3	10.000
2.	24heures	38,000	30.09.11	2	Back to Childhood: Desserts Made for	5	5.000

Lausanne	Children
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ONLINE PUBLICATIONS

	Publication	Unique Users	Date	Pages	Headline	Cat.
3.	saizon.ch	170,000	28.09.11	1	Recipe: French Toast with Cranberry Pear Compote	3

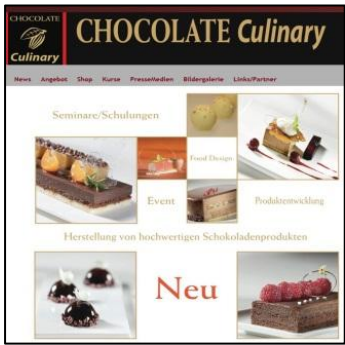
WEBSITE

In July, **312 unique visitors** visited the CMC Swiss website. 201 of them accessed recipes and 35 visitors were interested in the health section.

Trade

FOODSERVICE COOPERATION

CMC negotiated a no cost collaboration **with Fabian Sanger**, a master confectioner in Switzerland. Fabian Sanger is a Swiss chocolate master currently working with Kambly, a cookie



company, and Callebaut, a famous chocolate producer. Mr. Sanger recently opened a chocolate culinary school in Lucerne, teaching hobby chefs how to prepare chocolate confectionary. In each course he teaches, one dish containing cranberries will be prepared. The CMC logo will also be placed on his homepage, **chocolate-culinary.com**.

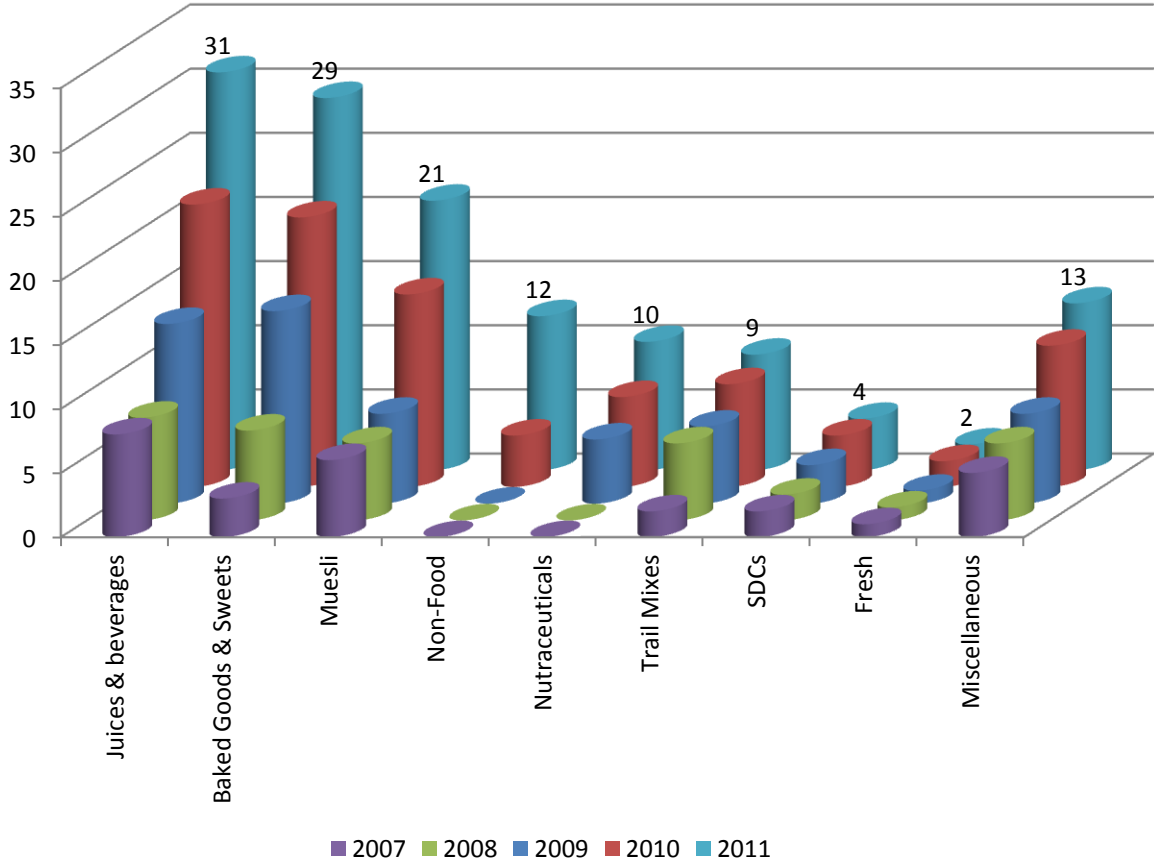
NEW PRODUCTS

This month, **one** new cranberry product was introduced to the Swiss market.

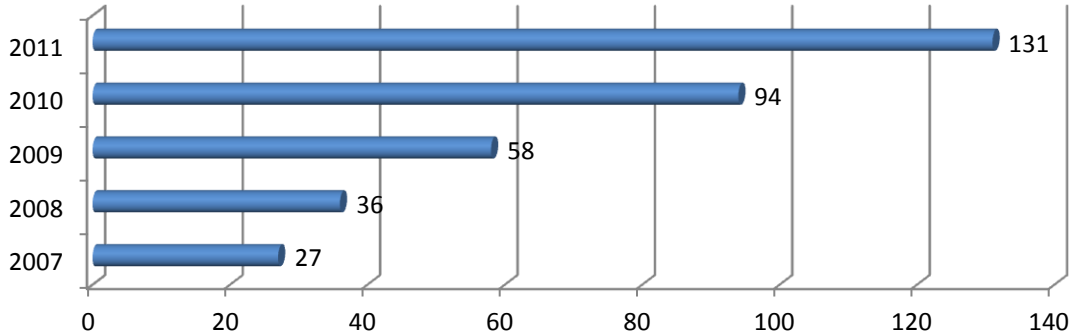
Producer / Origin	Description
Merba (Netherlands)	Baked Goods White Chocolate & Cranberry Cookies 2.50 CHF / 200 g Cranberry content: 8 %



Product Availability



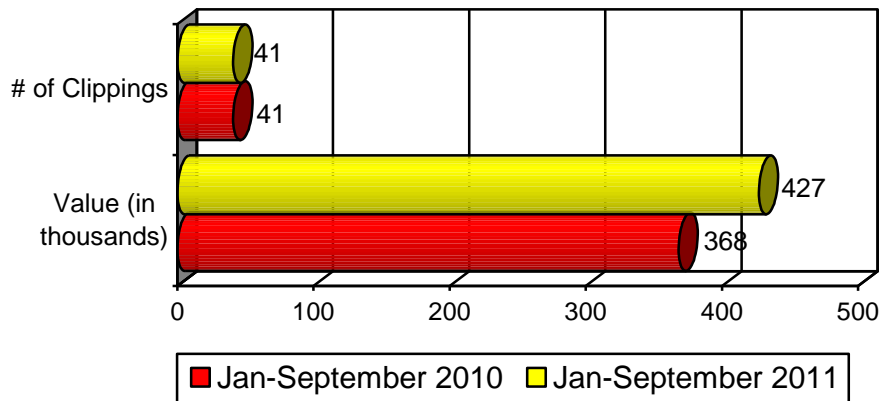
Total Products



Performance Measures

MEDIA REPORT SUMMARY THROUGH SEPTEMBER 2011

mk² upholds its commitment to meet the CMC publicity goals in the Swiss 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 1st – September 30st, 2011: 41
 Total advertising equivalent: CHF 427,377
 Total circulation: 7,595,960

Timeline

Month	Activity
October	<ul style="list-style-type: none"> • Newsletter #3 will be distributed • Emailing “Christmas” takes place • Website update goes online • “New Recipes 2011” mailing takes place
November	<ul style="list-style-type: none"> • Newsletter #4 will be distributed • Online evaluation takes place
December	<ul style="list-style-type: none"> • Emailing “TBA” takes place • “Christmas recipes” will be placed on consumer recipe pages • Website update goes online • Consumer recipe development