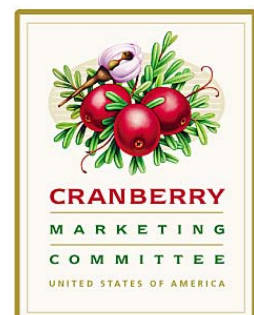




Activity Report

Media & Trade Relations in Germany
The Cranberry Marketing Committee

July 2010



The clippings were categorized according to the following **weighted media value** chart for July:

Category	# of Articles	Ad Value	Weighted Value	% of Preferred Articles
Category 1	18	30.792 €	30.792 €	
Category 2	1	21.300 €	10.650 €	
Category 3	4	18.540 €	6.180 €	
Category 4	4	15.670 €	3.918 €	
Category 5	1	1.640 €	328 €	
Total:	28	87.942 €	51.868 €	59%

The share of preferred articles year to date is 59%.

PRINT

Publication	Circulation	Date	Pages	Headline	Cat.	Value In €
Disco magazin	3.300	01.05.10	1/3	Recipes: Cocktails Absolut Cosmo, Ebroloito	5	1.640
Disco Magazin	3.300	01.06.10	1/2	Drinks with Cranberries	4	1.930
Osnabrücker Nachrichten	130.000	23.06.10	1/2	Caipirinha or Cosmopolitan	4	5.540
Vegetarisch fit	37.000	01.07.10	1/3	Recipe: Sweet spelt rolls with cranberries	3	870
Küche	17.600	01.07.10	1/4	Recipe: Vension roulade with cranberries	3	3.100
Das Neue	190.500	03.07.10	1/8	Cranberries prevent UTIs	3	770
Prima Freizeit	293.000	07.07.10	1	Recipe: Steak with cranberry salsa	1	6.570
Rtv West	7.246.600	12.07.10	1/16	Cranberries help to prevent UTIs	4	5.600
Rtv Ost	1.840.000	12.07.10	1/4	Recipe: Cranberry melon punch	1	10.000
Rtv Ost	1.840.000	12.07.10	1/16	Cranberries help to prevent UTIs	4	2.600
frau aktuell	239.900	13.07.10	1/6	Recipe: Cranberry melon punch	1	5.800
Neue Post	740.000	21.07.10	1	Cranberries prevent UTIs	3	13.800

BROADCAST

Media	Viewers	Air Date	Length	Title	Cat.	Value In €
Flobbo radio	n/a	07.07.10	1:31	Radio promotion with cranberries: Fresh fruits from the USA	1	n/a
Lightradio	50.000	07.07.10	1:31	Radio promotion with cranberries: Fresh fruits from the USA	1	250
Web Radio Regional	11.000	07.07.10	1:31	Radio promotion with cranberries: Fresh fruits from the USA	1	150
Pop Radio	81.700	08.07.10	1:31	Radio promotion with cranberries: Fresh fruits from the USA	1	408
Radio 90,1	120.200	11.07.10 9-10 Uhr	1:31	Radio promotion with cranberries: Fresh fruits from the USA	1	683
trainmusic	n/a	11.07.10	1:31	Radio promotion with cranberries: Fresh fruits from the USA	1	n/a
Radio Neandertal	110.600	16.07.10 8:50	1:31	Radio promotion with cranberries: Fresh fruits from the USA	1	783
Real-, live	1.615.000	19.07.10 7:20 15:20 17:20 19:20	1:31	Radio promotion with cranberries: Fresh fruits from the USA	1	2.470
91.0 Viltradio	11.900	20.07.10 16:45	1:31	Radio promotion with cranberries: Fresh fruits from the USA	1	273
Radio Charivari	91.800	21.07.10 6:20 Uhr	1:31	Radio promotion with cranberries: Fresh fruits from the USA	1	628
baden.fm	177.000	22.07.10 11:20	1:31	Radio promotion with cranberries: Fresh fruits from the USA	1	885
Radio Eins	90.100	26.07.10 16:50	1:31	Radio promotion with cranberries: Fresh fruits from the USA	1	182
arte	60.000	27.07.10 18:06	45:00	Cranberry Season in Cape Cod	2	21.300

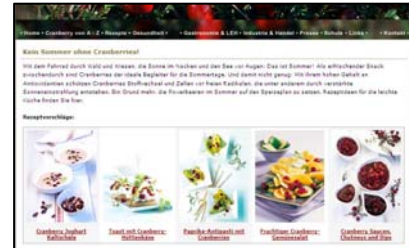
WEBSITE

Media	Unique Users	Date	Pages	Title	Cat.	Value In €
Bongusto.de	200.000	02.07.10	1	Recipe: Grilled Pumpkin with Cranberries	1	570
Bongusto.de	200.000	03.07.10	1	Recipe: Grilled Turkey Kebab with Cranberry Dip	1	570
Bongusto.de	200.000	29.07.10	1	Recipe: Sex on the Beach	1	570

GERMAN WEBSITE

This month **2,791 unique visitors** visited the CMC German website compared to 1,962 in July 2009.

To present cranberries as perfect snack and ingredient for hot summer days, we updated the website with light summer recipes and a new text on the homepage titled “Cranberries and summer belong together.”



The text read: “Summer is associated with biking tours through meadows and forests, focusing on the cool lake ahead and accompanied by lots of sun. Cranberries are the perfect snack for these summer days. And there’s more: Cranberries contain a high amounts of antioxidants, which protect the metabolism and cells from free radicals. These free radicals increase with intense solar radiation. One more reason to place the power berries on your menu plan. Recipes for light cooking with cranberries can be found [HERE](#).”

RADIO PROMOTION

This month a 1:31 minute radio promotion spot was distributed to 24 different radio broadcast stations. So far, it has already been aired by seven broadcast stations with more than **3,1 million** listeners per day and was also published by five web radio channels. Total value of the media coverage so far has exceeded EUR 6.700.

Nutrition expert Stefanie Kissing talks about the versatile use and healthy ingredients of cranberries. She also points out the refreshing note cranberry juice adds to mineral water or cocktails. Consistent with summer and BBQ time, listeners are given the opportunity to win high-quality BBQ tongs and CMC cocktail guides for their After-BBQ-Party. A total of 30 BBQ tongs and cocktail guides will be raffled.

PRESS EMAILING

To remind journalists of the press box and USB-stick they received a few weeks ago, an emailing themed “Picnic with U.S. Cranberries” was sent to 170 media contacts. We introduced four picnic recipes in the emailing and further recipes for picnic on the CMC website. Journalists could click on the recipe pictures in the emailing. They were then linked to the CMC press portal. Picnic is one of eight culinary topics of the press box. Further emailings dealing with one topic each will follow. The whole press emailing can be viewed in the appendix.



THIRD PARTY PROMOTION

At the BÄKO in-house trade shows we supported a lot of bakers with promotional material about cranberries from the U.S. One of them now created a new Cranberry Curd Bar as seasonal summer product which was in store for two weeks. To promote the new cranberry product they distributed our CMC flyers and discount coupons at the POS.



SUCCESS STORY

The German discounter Lidl is launching U.S. SDC's within their private label "Alesto". The package includes 200 g of SDC's and is now available in more than 3,000 German affiliates. Lidl is the biggest discounter in Europe and the second largest in Germany.



PRODUCT LIST

Through June, 61 new products were launched in the German market in 2010. The following nine products were monitored this month:

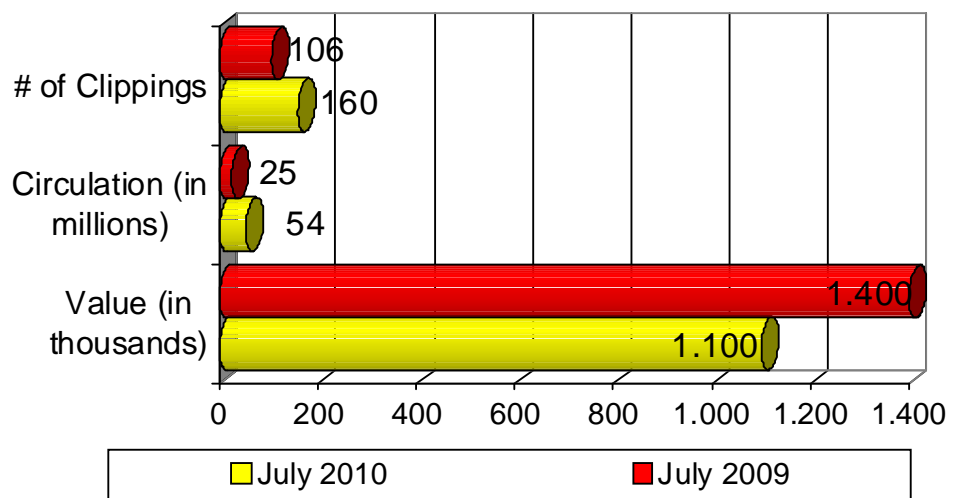
Product		Producer / Brand	Description
Tip Cranberry Muesli		Tip (Private Label of real)	Cranberry muesli bars Size: 8 bars with 25 g each
Fazer Liqueur Fills		Finlanda/Fazer	Pralines with wodka cranberry filling Size: 150 g Prize: 2,56 €
Biolabor Smoothie Bonbons Cranberry		Biolabor/Sanotact www.biolabor.de	Smoothie bonbons acerola cranberry with natural fruit extract and vitamin C High cranberry content product
Mc Reen's Krunchy Cranberry Cherry muesli		Mc Reen's	Muesli with cranberries and cherries Size: 700 g, 375 g Prize: 3,29 €
Now red berry drink		Now/Neumarkter Lammsbräu www.lammsbraeu.de	Drink with organic cranberry, cherry, pear and lemon juice Size: 0,33 l Prize: 0,79 €

Twilight Eclipse Fruit Snack		Brands4kids www.brands4kids.de	Trail mix for the start of "Twilight Eclipse" in German cinemas. Contains cranberries, cherries and rasins Size: 50 g Prize: 0,99 €
Tradewinds cranberry cassis drink		Tradewinds www.tradewinds.eu	Ceylon Tea drink with cranberry cassis flavor Size: 0,33 l Prize: 2,90 € Available in gastronomy and beverage stores
Alesto: Dried Cranberries		Alesto (private label of Lidl)	Ocean Spray SDC's <u>High Content Cranberry Product</u>
Vitalis: Less Sugar Fruit Muesli		Dr. August Oetker Nahrungsmittel KG www.oetker.de	Muesli with 5,5 % cranberries and apples Size: 500 g Prize: 3,12 €

Performance Measures

MEDIA REPORT SUMMARY THROUGH JULY 2010

mk² upholds its commitment to meet goals set for the publicity in the German media on behalf of the CMC both in terms of value of publications as well as the number of articles and broadcasts published.



Total number of clippings from January 1 – July 30, 2010:	160
Total advertising equivalent:	€ 1,103,200
Total circulation:	53,833,500

Upcoming Promotions & Activities

Month	Activity
August	<ul style="list-style-type: none">▪ Newsletter 03/2010
September	<ul style="list-style-type: none">▪ Press Emailing▪ Website update
October	<ul style="list-style-type: none">▪ Newsletter 04/2010▪ Website update
November	<ul style="list-style-type: none">▪ Press Emailing▪ Recipe development▪ Consumer evaluation interviews▪ Website update
December	<ul style="list-style-type: none">▪ Recipe photo production▪ Final media and activity report due▪ Website update

Appendix A

Press Emailing Picnic

Draußen schmausen mit USA Cranberries



Liebe Foodredaktion,

wie wär's mit einem Picknick im Grünen? Für die passende kulinarische Begleitung sorgen Cranberries zum Club-Sandwich mit Hähnchen, im Bohnensalat, in der Pesto-Senf-Sauce oder auf dem pikanten Gemüsekuchen.

Einfach Foto anklicken und Rezept auswählen.



Club-Sandwich mit Hähnchen und Cranberries



Grüner Bohnensalat mit Cranberries



Pikanter provenzalischer Cranberry-Gemüsekuchen



Club-Sandwich mit Hähnchen und Cranberries

Um mehr über Cranberries aus den USA, ihre gesundheitsfördernden Eigenschaften und vielseitigen, kulinarischen Verwendungsmöglichkeiten zu erfahren, setzen Sie sich gerne mit uns in Verbindung oder besuchen Sie uns auf unserer Webseite

www.cranberries-usa.de

Pressekontakt:

mk² marketing & kommunikation gmbh · Ansprechpartner: Maria Kraus

Postfach 150111 · 53040 Bonn · Tel.: 0228 / 943787-0 · **cranberries@mk-2.com**