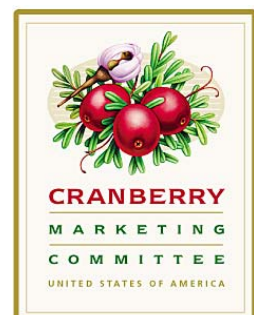




Activity Report

Media & Trade Relations in the Czech Republic
The Cranberry Marketing Committee

June 2010



June
10

Activity Report

Media and Trade Relations in June 2010

Media Activities

MEDIA COVERAGE HIGHLIGHTS

In June we monitored **14 media clippings** about cranberries appearing in the Czech press, including ten print articles, six online articles and one TV broadcast. Circulation exceeded **2.4 million** and the media value equivalent of the publicity was worth **Kč 1,140,000 (\$ 56,800)**.

A media highlight this month appeared on the television station **Nova TV**. There the popular TV show **Rady ptáka Loskutáka** taught viewers about cranberries. **Rady ptáka Loskutáka** is a weekly home living show appearing Sundays and watched by 1.5 million viewers per episode.



On the episode airing June 1st, the botanist **Iňa Bernardová** talked about American cranberries and their health benefits. She also explained that there is a difference between American cranberries and lingonberries which all Czechs know. She then continued to talk specifically on the differences between the berries.



The best press clipping appeared in the magazine **F.O.O.D.**, the most popular culinary magazine in the country with approximately 75,000 readers each month. They published three recipes with American cranberries, including that for “Potato Wedges with Cranberry Dip”, “Grilled Zucchini with Cranberry Parsley Salad” and “Tomato Cranberry Salad”.



The Editor of **F.O.O.D.** attended the CMC's press event cooking class in April and has published two multi-page features with cranberries since.



JUNE ARTICLES

The following articles about cranberries appeared in printed publications in June.

	Publication	Circulation	Publ. Date	Size	Headline	Value in Kč	Cat.
1.	Fitstyl	42.000	01.06.10	1/3	Cooking with wine	33.000	3
2.	Dieta	57.000	02.06.10	2/5	Kitchen – news	32.000	3
3.	My Life	43.000	03.06.10	1/8	Soothing cranberries	20.000	3
4.	Sip Plus	121.000	03.06.10	1	Grilling with cranberries	110.000	1
5.	Claudia	120.000	08.06.10	1/2	Urinary bladder infection	68.000	5
6.	F.O.O.D.	50.000	22.06.10	3/4	Recipes	143.000	3
7.	F.O.O.D. (supplement)	50.000	22.06.10	2/3	Let the fires burn!	127.000	1
8.	F.O.O.D. (supplement)	50.000	22.06.10	1/3	Chef's rules	63.000	1
9.	F.O.O.D. (supplement)	50.000	22.06.10	1 5/6	From water to fire	348.000	1
10.	Pestrý svět	333.000	24.06.10	1/6	Pie Recipe	21.000	4

The following online articles about cranberries appeared in June.

	Website	Unique visitors	Publ. Date	Pages	Headline	Value in Kč	Cat.
11.	hezkevecicky.eu	10.000	02.06.10	1	Salmon with fresh herbs and with strudel as a dessert	10.000	3
12.	zdravi.centrum.cz	186.000	23.06.10	1	Red pleasure + where can you find it	20.000	5
13.	zena-podnikatelka.cz	10.000	28.06.10	1	Sandwich with chicken and cranberries	10.000	1

The following broadcast about cranberries appeared in June.

	Program	Viewers	Aired	Length	Title	Value in Kč	Cat.
14.	Rady ptáka Loskutáka	1.500.000	01.06.10	05:59	American Cranberries	135.000	1

This month 79% of the media exposure was preferred. Year-to-date we are at 72%.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	6	793.000 Kč	793.000 Kč	
Category 2	0	0 Kč	0 Kč	
Category 3	5	238.000 Kč	79.333 Kč	
Category 4	1	21.000 Kč	5.250 Kč	
Category 5	2	88.000 Kč	17.600 Kč	
Total:	14	1.140.000 Kč	895.183 Kč	79%

PRESS MAILING “PICNICKING WITH CRANBERRIES”

This month over one hundred press contacts from the culinary, women’s and lifestyle media received a press emailing carrying the topic “Picnicking with American Cranberries”. The release told journalists this is the time of year when everyone looks forward to day trips associated with the Czech summer. Whether you plan on strolling around lakes or ponds, playing sports or visiting one of the many Czech castles, it is unavoidable that the wanderers in your expedition will eventually become hungry. It is nice to have more than just the usual sunglasses and suntan lotion with you. Perhaps something tasty to eat, for example.

Snacking on a package of dried American cranberries is a great way to quickly replenish your energy. You can also add American cranberries to your favorite salad or other meals you will be bringing with you on your voyages – cranberries will give them a new and refreshing taste both adults and children will love. We have developed a few delicious recipes which are also convenient for your backpack or picnic basket.

Accompanying the release were recipes and illustrations for the dishes “Club Sandwich with Chicken and Cranberries”, “Bean Salad with Cranberries”, “Provincial Vegetable Cake with Cranberries” and “Marzipan Bread with Cranberries”.

CZECH WEBSITE





This month 415 unique visitors visited the CMC Czech language website, compared to 129 in June 2009. The most popular pages were the recipe archive pages.

The homepage kept the heading to commemorate the soccer World Cup taking place in June and July in South Africa. This is the biggest event of the summer in Europe and it includes text about how soccer fans can enjoy watching the games with cranberry cocktails and beverages and cranberry finger food. Recipe suggestions were included on the homepage.

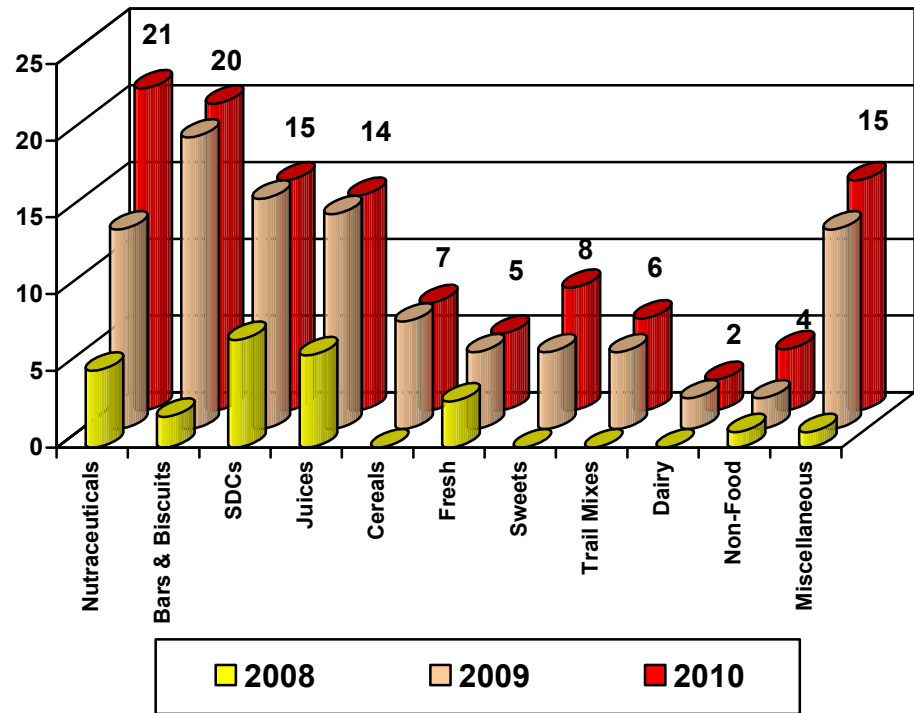


NEW PRODUCTS

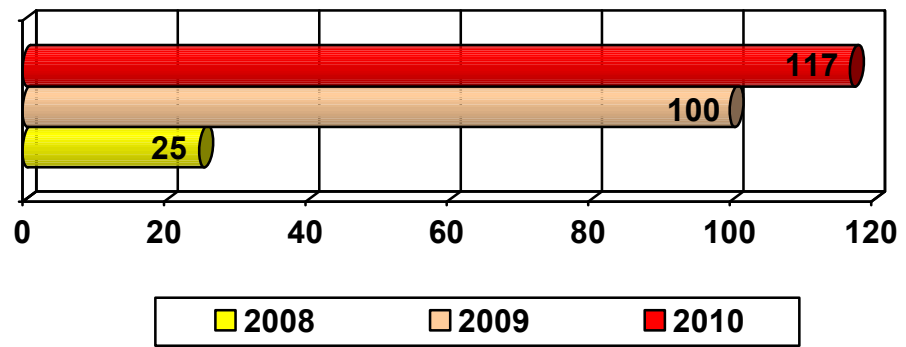
This month we discovered five new cranberry products being sold in the Czech Republic for a total of 117 on the market. Two of the new have a high cranberry content of over 10%.

Product		Brand / Manufacturer	Description
Yogurt covered dried cranberries		Diana Company spol s.r.o.	100g for € 1,40 50% cranberry content High Volume Cranberry Product
Chocolate covered dried cranberries		Diana Company spol s.r.o.	100g for € 1,40 50% cranberry content High Volume Cranberry Product
Shampoo		Garnier	Shampoo for colored hair with cranberries and argan oil. Price: € 2,40 for 250 ml
Conditioner		Garnier	Conditioner for colored hair with cranberries and argan oil. Price: € 2,40 for 200 ml
Cranberry & Strawberry Tea		Das gesunde PLUS (Private label from dm drugstore)	200g bag for € 2,40. Cranberry content of 0.5%

The historical development in 2010 is as follows:



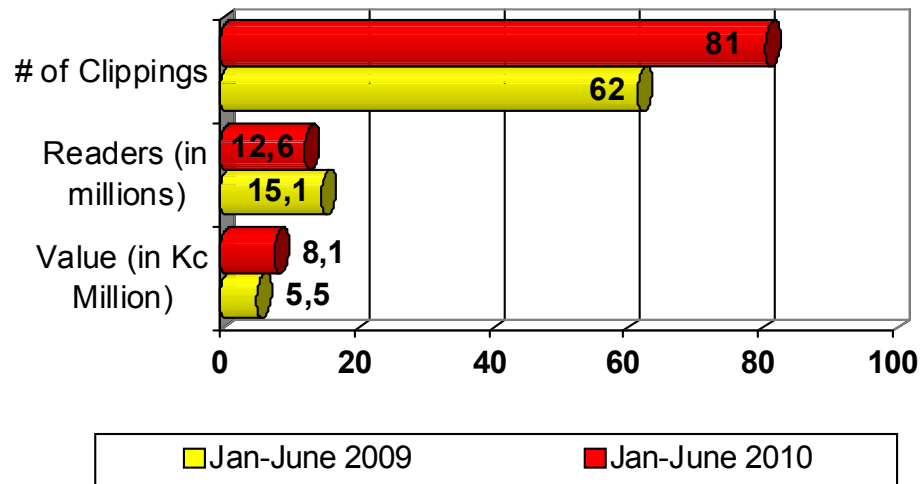
TOTAL PRODUCTS



Performance Measures

MEDIA REPORT SUMMARY THROUGH JUNE 2010

mk² upholds its commitment to meet goals set for the publicity in the Czech media as well as on TV and radio on behalf of the CMC, both in terms of value of clippings as well as the number of clippings published.



Total number of clippings from January - May 2010:

81

Total advertising equivalent:

Kč 8,134,000

(US\$ 405,600)

Total circulation & unique viewers:

12,624,000

Upcoming Promotions & Activities

Month	Activity
July	<ul style="list-style-type: none"> ▪ Press emailing #5 ▪ Sweepstake promotion with zena-podnikatelka.cz and babinet.cz ▪ Personal editorial visits ▪ Website update
August	<ul style="list-style-type: none"> ▪ Press emailing #6 ▪ Sweepstake promotion continues ▪ Personal editorial visits ▪ Website update
September	<ul style="list-style-type: none"> ▪ Press emailing #7 ▪ Cooking show cooperation ▪ Personal editorial visits ▪ Website update
October	<ul style="list-style-type: none"> ▪ Cranberry Party ▪ Trade newsletter #2 ▪ Sweepstake promotion continues ▪ Personal editorial visits ▪ Website update
November	<ul style="list-style-type: none"> ▪ Press emailing #8 ▪ Sweepstake promotion continues ▪ Personal editorial visits ▪ Website update ▪ Program evaluation
December	<ul style="list-style-type: none"> ▪ Press emailing #9 ▪ Trade newsletter #3 ▪ Sweepstake promotion continues ▪ Personal editorial visits ▪ Final media and activity reports due