



NEW PRODUCTS

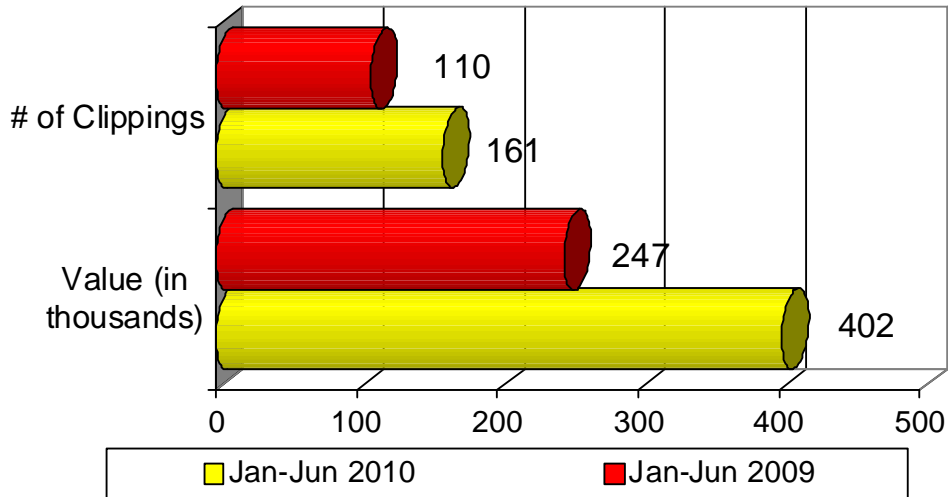
In June we found seven new cranberry products in the market, including six with a “high” cranberry content of over 10 %. Year-to-date we have monitored a total of 46 new products.

Product	Manufacturer / Brand	Description	Size	Price (€)	Photo
Aloe Vera juice	Aloe Pura	Aloe vera juice with 1,5% cranberry aroma and 0,5% cranberry extract	500 ml	15,4	
Juice mix	Dafsa / Hacendado (Mercadona private label)	Red fruits juice made from cranberry, redcurrant, grape and apple concentrate. Containing 11% cranberry <u>High cranberry content product</u>	1 l	1,28	
Cocktail mix	Torras Rafi / Condis (distributor private label)	Mix containing US SDC's, walnuts, raisins, sunflower seeds, goji berries, peanuts and pumpkin seeds. <u>High cranberry content product</u>	200 g	1,99	
SDC's	Torras Rafi / Condis (distributor private label)	U.S. whole SDC's <u>High cranberry content product</u>	230 g	2,2	
SDC's	D'V	U.S. whole SDC's <u>High cranberry content product</u>	150 g	2	
Dried cranberries	Mamy's	Organic dried cranberries <u>High cranberry content product</u>	125 g	3,95	
Cranberry muffins	Inpanasa / Montes de Lara	Muffins with 10% cranberry content. 4 units pack. <u>High cranberry content product</u>	300 g	2,1	

Performance Measures

MEDIA REPORT SUMMARY THROUGH JUNE 2010

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



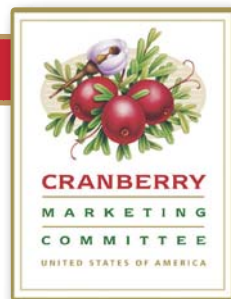
Total number of clippings from January 1 – June 30, 2010:	161
Total advertising equivalent:	€402,500
Total circulation:	58,065,200

Upcoming Promotions & Activities

Month	Activity
July	<ul style="list-style-type: none"> ▪ Press emailing #6 (fall recipes) ▪ Website update ▪ Trade newsletter #1
August	<ul style="list-style-type: none"> ▪ Press emailing #7 (cranberry & beauty) ▪ Website update
December	<ul style="list-style-type: none"> ▪ Consumer evaluation

Appendix A

English Fact Sheet



Healthy Cooking has never been this Delicious



A food that fights bacteria...

US cranberries contain proanthocyanidins (PACs), substances that create a protective layer on cell tissue which prevents the adherence of bacteria. This is how cranberry PACs can help you.

Protect the urinary tract

Cranberry PACs can help prevent the adhesion of infection-causing bacteria in the bladder and kidneys.

Protect the stomach

Cranberry PACs can help prevent ulcer-causing bacteria from establishing itself in the stomach's mucous membrane.

Fortify gums

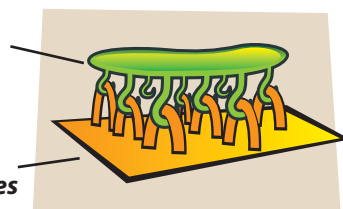
Cranberry PACs can help reduce the number of bacteria in the mouth. This means less plaque is produced, the main cause of gum disease.

And... Cranberries are one of the known foods with the highest amount of antioxidants.

Infection occurred

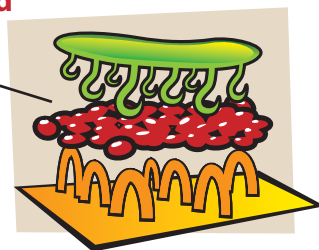
Certain disease-causing bacteria

Body tissues



Infection blocked

Cranberry compounds (PACs)



Bacteria adhere to cell tissues like two sides of velcro. Cranberry PAC's create a layer that acts like a sheet of paper between the two sides of the velcro, preventing bacteria from adhering to the cell wall.

Find out how good they are!

1. Sprinkle a handful of dried cranberries over your salads, musli or yoghurt.
2. Use them in desserts and cakes.
3. Use them as a quick and revitalizing snack, alone or mixed with nuts.
4. Try them in sauces for meat...their uses are endless!

