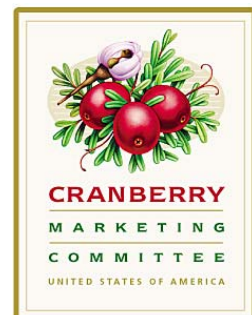




Activity Report

Media & Trade Relations in Poland
The Cranberry Marketing Committee

June 2010



JUNE ARTICLES

The following articles appeared in printed publications in June:

| | Publication | Circulation | Publ. Date | Size | Headline | Cat. | Value in zł |
|----|-------------------------------------|-------------|------------|------|---------------------------------------|------|-------------|
| 1. | Gazeta Lubuska | 47.000 | 01.06. 10 | 1/8 | Cranberries may prevent UTIs | 1 | 290 |
| 2. | Gazeta Finansowa, Health Supplement | 20.000 | 04.06. 10 | 1 | Do You Know Cranberries from the USA? | 1 | 14 727 |
| 3. | Sukcesy i Porażki | 243.000 | 04.06. 10 | 1/3 | U.S. Cranberries | 1 | 3 151 |
| 4. | Polski Dziennik Zachodni | 91.000 | 05.06. 10 | ½ | U.S. Cranberries Revive Polish Dishes | 1 | 5 957 |
| 5. | Gazeta Częstochowska | 10.000 | 17.06. 10 | 1/6 | Did You Know That... | 1 | 204 |
| 6. | Polska Gazeta Krakowska | 39.000 | 19.06. 10 | 1/8 | Children baked cranberry cookies | 1 | 775 |

The following television broadcasts appeared in June:

| | TV Station | Viewers | Date | Length | TV Show | Cat. | Value in zł |
|----|------------|---------|----------|--------|---------------|------|-------------|
| 7. | TVP Kraków | 24.300 | 18.06.10 | 01:49 | Regional News | 1 | 1.640 |

The following online articles appeared in June:

| | Website | Visitors per Month | Date | Pages | Headline | Cat. | Value in zł |
|----|-------------|--------------------|----------|-------|---|------|-------------|
| 8. | Echodnia.eu | 445.000 | 11.06.10 | 1 | Culinary proposition for Sunday morning | 1 | 810 |
| 9. | Echodnia.eu | 445.000 | 18.06.10 | 1 | Culinary proposition for Sunday morning | 1 | 810 |

This month 100% of the media exposure was preferred. Year-to-date we are at 97%.

| Category | # of Articles | Ad Value | Weighted Value | % Preferred Articles |
|---------------|---------------|------------------|------------------|----------------------|
| Category 1 | 9 | 28,364 zł | 28,364 zł | |
| Category 2 | 0 | 0 zł | 0 zł | |
| Category 3 | 0 | 0 zł | 0 zł | |
| Category 4 | 0 | 0 zł | 0 zł | |
| Category 5 | 0 | 0 zł | 0 zł | |
| Total: | 9 | 28,364 zł | 28,364 zł | 100% |

COOPERATION WITH POLISH ASSOCIATION OF UROLOGISTS

This month we cooperated with the Polish Association of Urologists. The cooperation involved the Cranberry Marketing Committee participating in the 40th Urology Congress taking place from June 17-19th in Bydgoszcz. The CMC' health brochure was distributed in the Association's monthly supplement "Przegląd Urologiczny" received by all participants. Congress participants could also learn more about USA cranberries at an information booth containing various informational material, CMC banners and product samples. Finally, 1,400 specialists attending the congress received information about the health effects of USA cranberries.



Our cooperation also allows us to receive two articles in future issues of the bimonthly trade publication *Przegląd Urologiczny* previously mentioned. The first one will be authored by the urologist Professor Bogdon Kędzia. His article will report on the health benefits of cranberries and be illustrated with CMC illustrations.

A second article will appear in the December / Christmas issue of *Przegląd Urologiczny* and include a two page feature with CMC recipes.

Finally, this cooperation helped us establish a relationship with the Doctor JK Wolski who served as a health expert quoted in a recent CMC press release.



PRESS MAILING

This month CMC sent a news flash reporting on the temporary duty suspension of USA cranberries to thirty selected journalists from daily newspapers, economy portals, radio and TV stations.

POLISH WEBSITE

This month 125 unique visitors visited the CMC Polish language website, compared to 106 in June 2009. The most popular pages were the recipe archive pages. We are considering new ways to increase visits to the website by consumers. Currently it is primarily being used by journalists.

AMERICAN AGRICULTURE PROMOTION

In June the last part of the “American Agriculture – Tradition and Innovation” promotion took place in Cracow. This part included a one week long promotion by the bakery “More than a Cookie” which featured cranberry cookies and distributed CMC promotional material to customers.



Furthermore, a baking class for children was organized, where the kids could make cranberry cookies themselves. This class was accompanied by regional television and print media who reported on the event. This media received copies of the CMC press material two days prior to the event and were greeted by a CMC Poland representative during their visit to the baking class.

TRADE RELATIONS

This month we met with a number of trade representatives, including the dried fruit buyer of one of Poland’s leading retail chains to discuss the possibilities of conducting in-store tastings and or promotions. We also contacted major importers of USA cranberries to better understand in which stores their products are distributed. This information will help us organize retail promotions which would benefit the largest number of different importers and USA suppliers.

Finally, we met with a cafeteria chain and a restaurant chain to discuss how cranberry usage can increase in both sectors.

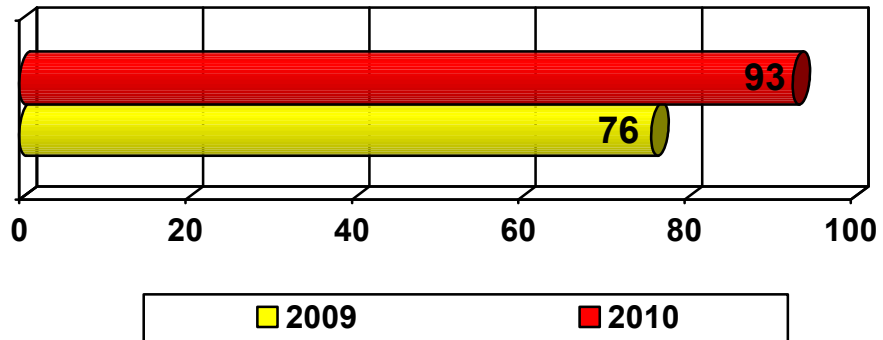
NEW PRODUCTS

This month we monitored five new cranberry products being sold in Poland for a total of 93 on the market. Four of the five products are considered “high-content”, meaning cranberry is responsible for 10% or more of the product content.

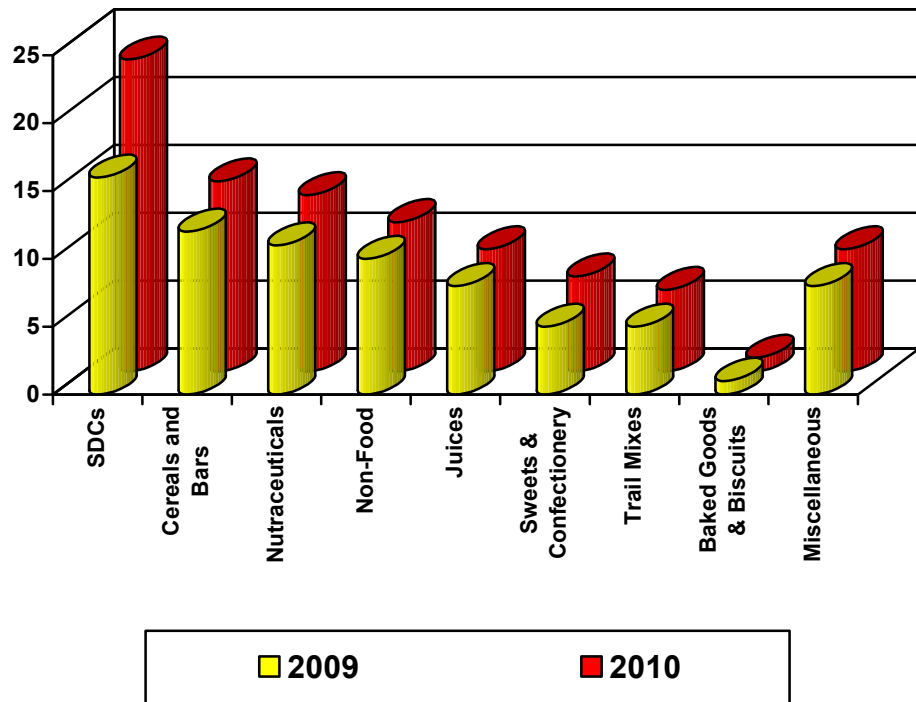
| New Products | | |
|---------------------|---|---|
| Product | | Producer/Brand |
| Dried cranberries |  | VOG / Kresto High cranberry content product |
| Dried cranberries |  | Tesco / Sun Grown High cranberry content product |
| Trail Mix |  | Helio / Helio Gold High cranberry content product |
| Dried cranberries |  | Helio / Helio Gold High cranberry content product |

| | | |
|--|---|---------|
| Hand Lotion (Vaccinum macrocarpon) |  | Pat&Run |
|--|---|---------|

TOTAL PRODUCTS



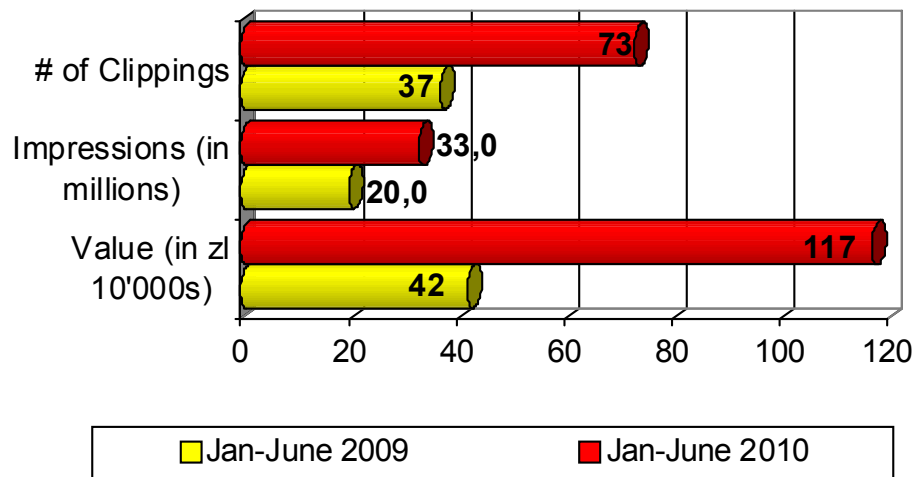
The historical development in 2010 is as follows:



Performance Measures

MEDIA REPORT SUMMARY THROUGH JUNE 2010

mk² upholds its commitment to meet goals set for the publicity in the Polish 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 – April 2010:

73

Total advertising equivalent:

zł 1,171,414
(US\$ 366,700)

Total impressions:

33,043,312

Upcoming Promotions & Activities

| Month | Activity |
|------------------|--|
| July | <ul style="list-style-type: none">▪ Press emailing▪ Website update |
| August | <ul style="list-style-type: none">▪ Press mailing▪ Website update |
| September | <ul style="list-style-type: none">▪ Press emailing▪ TV Promotion▪ Website update |
| October | <ul style="list-style-type: none">▪ Restaurant Promotion▪ Press Event▪ Press mailing▪ Website update |
| November | <ul style="list-style-type: none">▪ Press emailing▪ Trade Event▪ Website update |
| December | <ul style="list-style-type: none">▪ Press mailing▪ Recipe development & photography▪ Website update▪ Final media and activity reports due |