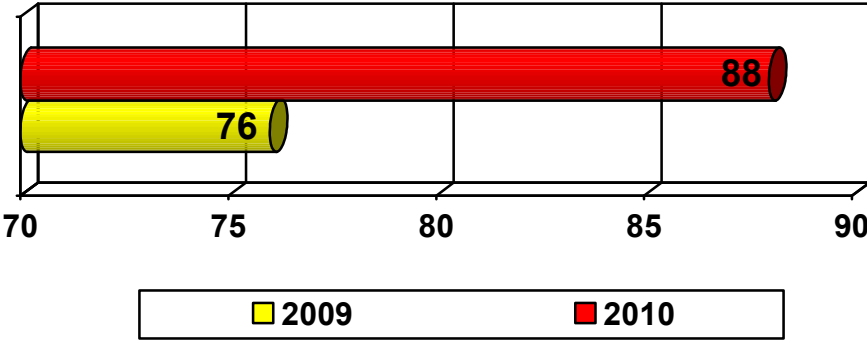


NEW PRODUCTS

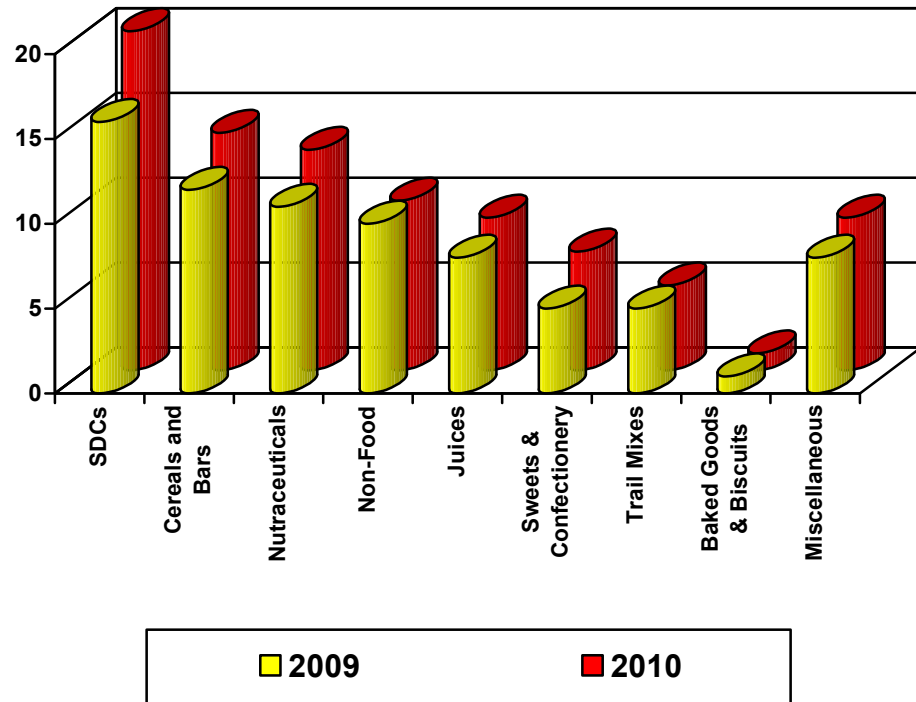
This month we monitored two new cranberry products being sold in Poland for a total of 88 in the market. Both products are considered “high-content”, meaning cranberries make up 10% or more of the product content.

New Products		
Product		Producer/Brand
Cranberry Juice		Bonini brand cranberry juice made with USA product. High cranberry content product.
Cranberry Tablets		Cranberry tablets with USA cranberry extract. High cranberry content product.

TOTAL PRODUCTS



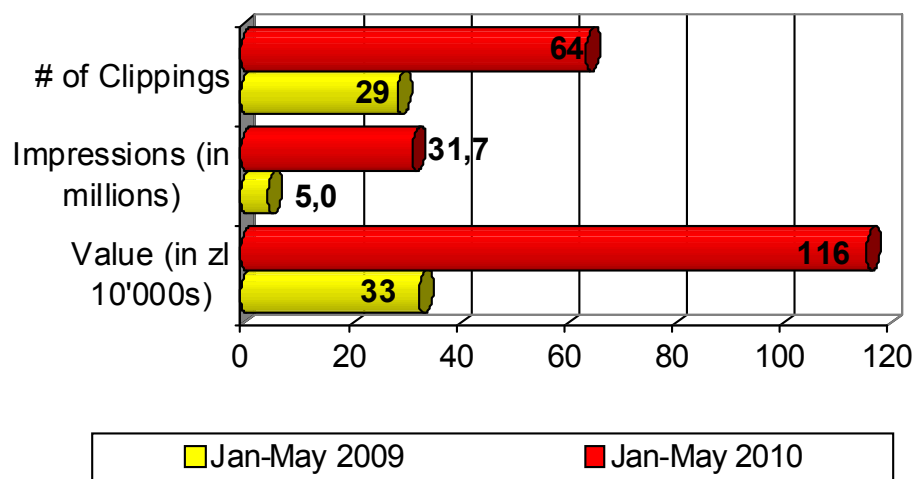
The historical development in 2010 is as follows:



Performance Measures

MEDIA REPORT SUMMARY THROUGH MAY 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 – May 2010:

64

Total advertising equivalent:

zł 1,166,885
(US\$ 351,700)

Total impressions:

31,678,996

Upcoming Promotions & Activities

<i>Month</i>	<i>Activity</i>
<i>June</i>	<ul style="list-style-type: none"> ▪ Polish Urology Congress Event ▪ “More than a Cookie” promotion ▪ Press mailing ▪ Robert Sowa Event ▪ TV Promotion ▪ Website update
<i>July</i>	<ul style="list-style-type: none"> ▪ Press emailing ▪ Website update
<i>August</i>	<ul style="list-style-type: none"> ▪ Press mailing ▪ Website update
<i>September</i>	<ul style="list-style-type: none"> ▪ Press emailing ▪ TV Promotion ▪ Website update
<i>October</i>	<ul style="list-style-type: none"> ▪ Press mailing ▪ Website update
<i>November</i>	<ul style="list-style-type: none"> ▪ Press emailing ▪ Trade Event ▪ Website update
<i>December</i>	<ul style="list-style-type: none"> ▪ Press mailing ▪ Press emailing ▪ Recipe development & photography ▪ Website update ▪ Final media and activity reports due