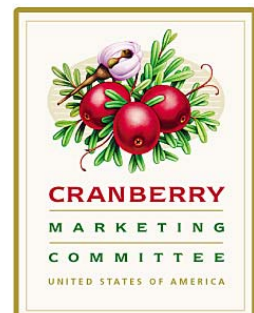




Activity Report

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

May 2010



Activity Report

Media and Trade Relations in May 2010

Media Activities

MEDIA COVERAGE HIGHLIGHTS

In May we monitored **11 media clippings** about cranberries appearing in the Czech press, including five online articles and six print articles. Circulation exceeded **1.3 million** and the media value equivalent of the publicity was **Kč 1,859,000 (\$88,900)**.

This month a spectacular six page article appeared in the magazine **F.O.O.D.**, the most popular culinary magazine in the country with approximately 75,000 readers each month.



In addition to publishing six recipes produced and photographed by the CMC, they shared information about the history and harvest methods of USA cranberries, as well as discussing the various characteristics and forms in which they are available. Naturally, they also mentioned how consumption of cranberries can help prevent urinary tract infections.

Recipes published included “Artichokes with Cranberry Aioli”, “Strawberry & Cranberry Cup”, “Fig Crostini with Cranberry Cream Cheese”, “Guacamole with Shrimp”, “Eclairs with Cranberry Cream” and “Spaghetti with Cranberry Bolognese”.



All recipes specifically stated that American cranberries should be used for the recipe preparation.

The magazine **Miminko** (circulation: 39,000) published a feature on healthy BBQ recipes and used three produced and photographed by the CMC, including “Grilled Zucchini with Cranberry Chutney”, “Chicken Kabobs with Cranberry Dip” and “Salad with Cranberry Dressing”.



MAY ARTICLES

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

No.	Title/Website	Circulation	Date	Size	Headline	Value in CZK	Cat.
1.	Svět potravin	10 000	01.05.2010	1/4	Cranberries belong among super nutrition	23 000	3
2.	Postgraduální medicína	10 000	07.05.2010	1/2	Urinary tract infection	30 000	5
3.	Žena a život	100 000	12.05.2010	1/8	Cranberries are healthy, but what to do with them?	34 000	1
4.	F.O.O.D.	50 000	24.05.2010	7 1/2	Cranberries	1 200 000	1
5.	Miminko	39 000	27.05.2010	2	Healthy grilling	198 000	2

The following online articles about cranberries appeared in May.

No.	Title/Website	Users	Date	Size	Headline	Value in CZK	Cat.
1.	www.moje-rodina.cz	39 000	03.05.2010	1	Urinary bladder during gravidity	10 000	5
2.	www.dama.cz	412 000	10.05.2010	1	Compete with American cranberries	60 000	1
3.	apetitoline.cz	78 000	17.05.2010	1	Contest with American cranberries	152 000	1
4.	revue.idnes.cz	480 000	17.05.2010	1	Celebrity on VIP party	132 000	4
5.	www.babinet.cz	97 000	18.05.2010	1	Compete with American cranberries	10 000	1
6.	hezkevecicky.eu	10 000	19.05.2010	1	And there we cook again	10 000	1

This month 87% of the media exposure was preferred. Year-to-date we are at 71%.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	6	1.466.000 Kč	1.466.000 Kč	
Category 2	1	198.000 Kč	99.000 Kč	
Category 3	1	23.000 Kč	7.667 Kč	
Category 4	1	132.000 Kč	33.000 Kč	
Category 5	2	40.000 Kč	8.000 Kč	
Total:	11	1.859.000 Kč	1.613.667 Kč	87%

MEDIA PRIZE CONTEST

Also, the online cooking portal **dama.cz** published a contest about USA cranberries. Consumers who participated could win a cooking set with a CMC oven mitt, cooking apron and tablecloth.

The article accompanying the contest described the health benefits associated with eating cranberries, including their positive effect on the urinary tract, gums, stomach and other parts of the body. The question in the contest asked readers what health benefits are associated with eating USA cranberries.



CZECH WEBSITE

This month 2,051 unique visitors visited the CMC Czech language website, compared to 126 in May 2009. The most popular pages were the recipe archive pages. The reason for the sharp jump in visits was due to the integration of the website during the last online prize contest on **dama.cz**.

The homepage was updated with a 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, so the homepage was also modified to include text about how soccer fans can enjoy watching the games with cranberry cocktails and beverages and cranberry finger foods. Recipe suggestions were included on the homepage. The new homepage was launched on 01.06.2010.



Trade Work

TRADE NEWSLETTER


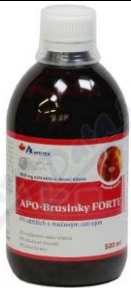
This month the first trade newsletter of the year was distributed in the Czech Republic to over 50 importers, food manufacturers and FAS representatives. It is intended to create a dialogue between the CMC and the Czech trade, encourage usage of US cranberries and convince the Czech trade to use their resources to promote sales of US cranberries and cranberry products.

The newsletter introduced the State of Wisconsin as a cranberry producing area in the United States. This is a part of a series introducing all cranberry producing states in the USA, one per issue. This issue also included information on the health benefits of cranberries, fun facts about the power berry, an overview of the media coverage recently achieved in the Czech Republic, and a summary of some of the PR activities the CMC is undertaking to develop the market.

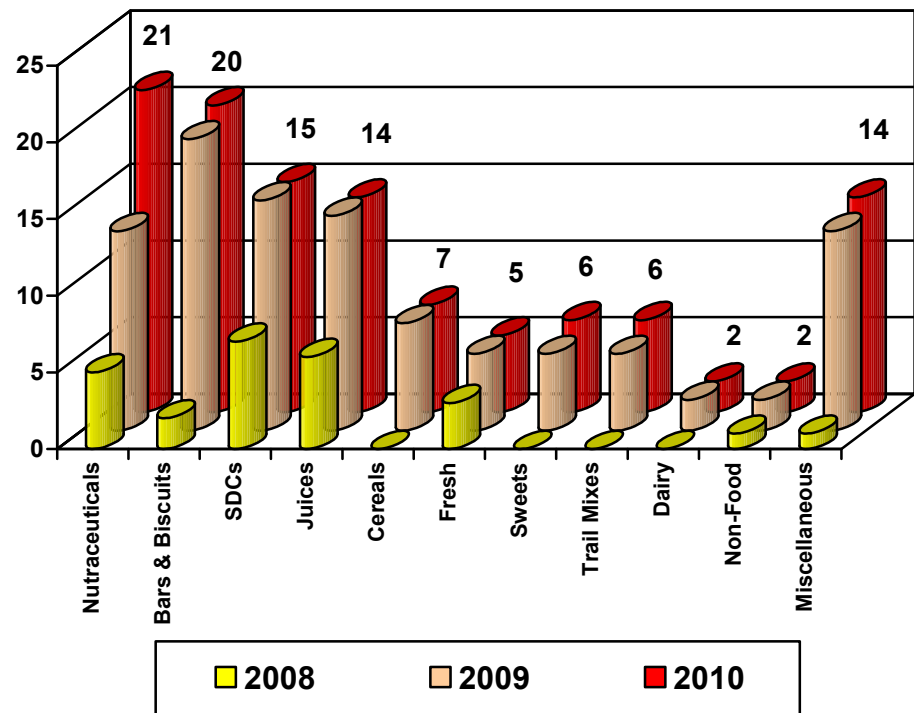


NEW PRODUCTS

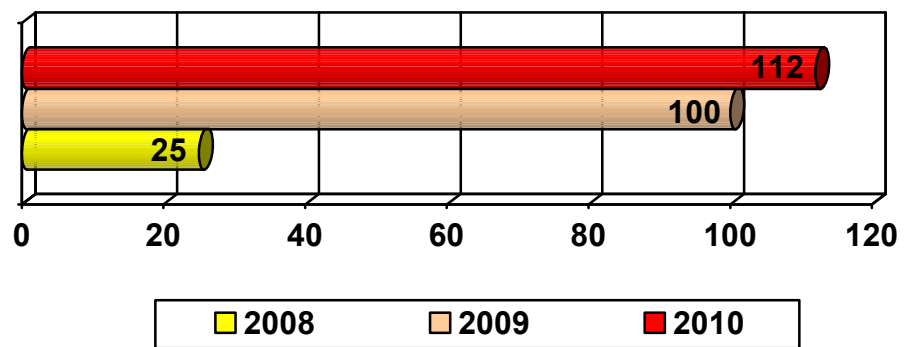
This month we discovered five new cranberry products being sold in the Czech Republic for a total of 112 on the market. All five new product have a high cranberry content of over 10%.

Product		Brand / Manufacturer	Description
Cranberry Capsules		Swiss Mega Cranberries by Swiss Herbal Remedies Ltd.	Package with 50 cranberry capsules, 500mg extract each. Price: EUR 13.50 High Volume Cranberry Product
Cranberry Pastilles		Swiss Max Cranberry Pastilles by Swiss Herbal Remedies Ltd.	Package with 30 cranberry pastilles, 250mg extract each. Price: EUR 6.50 High Volume Cranberry Product
Cranberry Capsules		Cremio Cranberry Max by Cremio	Package with 40 cranberry capsules, 250mg extract each. Price: EUR 6.50 High Volume Cranberry Product
Cranberry Pastilles		Cranberry Dental by Rosen Pharma	Package with 15 cranberry pastilles, 250mg extract each. Price: EUR 1.70 High Volume Cranberry Product
Cranberry syrup extract		Profarma	500 ml of cranberry extract with 800 mg of "CranRich" extract per bottle. Price: EUR 10.60 High Volume Cranberry Product

The historical development in 2010 is as follows:



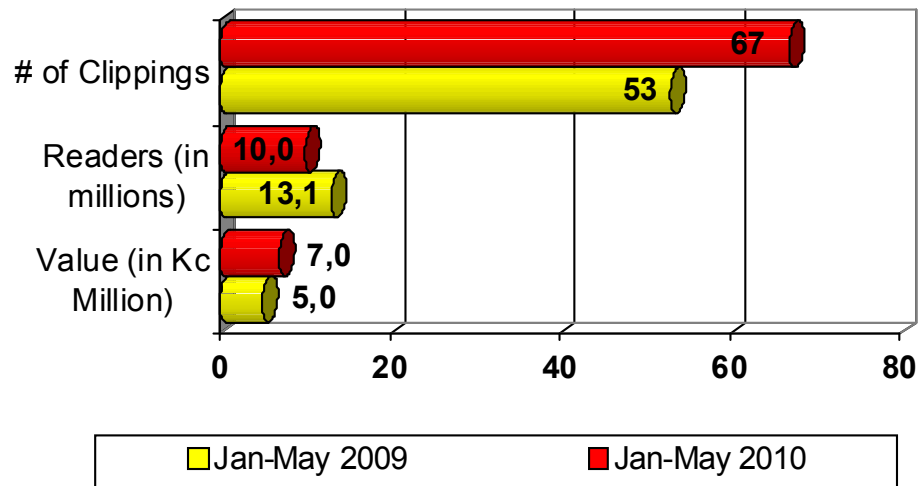
TOTAL PRODUCTS



Performance Measures

MEDIA REPORT SUMMARY THROUGH MAY 2010

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



Total number of clippings from January - May 2010:	67
Total advertising equivalent:	Kč 6,994,000 (US\$ 344,440)
Total circulation & unique viewers:	10,002,000

Upcoming Promotions & Activities

Month	Activity
June	<ul style="list-style-type: none"> ▪ Press mailing #2 ▪ Personal editorial visits ▪ Website update
July	<ul style="list-style-type: none"> ▪ Press emailing #2 ▪ Sweepstake promotion continues ▪ Personal editorial visits ▪ Website update
August	<ul style="list-style-type: none"> ▪ Sweepstake promotion continues ▪ Personal editorial visits ▪ Website update
September	<ul style="list-style-type: none"> ▪ Press mailing #3 ▪ 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 #3 ▪ Sweepstake promotion continues ▪ Personal editorial visits ▪ Website update ▪ Program evaluation
December	<ul style="list-style-type: none"> ▪ Press mailing #4 ▪ Trade newsletter #3 ▪ Sweepstake promotion continues ▪ Personal editorial visits ▪ Final media and activity reports due