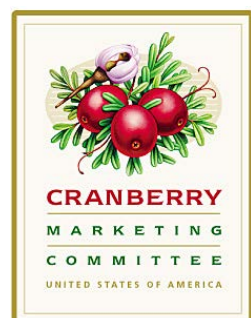


Activity Report

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

May 2011



Activity Report

Media and Trade Relations in May 2011

Media Activities

MEDIA COVERAGE HIGHLIGHTS

In May, we monitored **24 media clippings** about cranberries. The media value equivalent of the publicity was worth **CZK 158,500 Kč** (\$9,500).

This month's clipping highlight was the publication of an article in the daily newspaper **Právo** (circulation: 177,300), announcing the participation of CMC at the Prague Food Festival 2011. The article contained a dessert recipe with American cranberries and promoted CMC for the event. **Právo** is one of the top three daily news magazines in the Czech Republic, known for its focus on social issues.

The hype about the cranberry vase is still increasing. The magazine about design and architecture, **Pěkné bydlení** (circulation: 11,200), announced a readers contest. The prize was the vase designed by the famous Czech artist Maxim Velčovský. Publicity about this vase, produced in cooperation with CMC, is so beneficial because press always describe the U.S. cranberry harvest when reporting on it. The harvest inspired this piece of art.

This month's web clipping highlight was the publication of a CMC cocktail recipe and the mention of American cranberries at the Prague Food Festival on www.femina.cz.



Femina.cz is an online women's magazine covering topics such as beauty, fashion and lifestyle.



Součástí programu bude kuchařská i barmanská show, sommeléřský kurz i škola čepování. Také budete mít možnost ochutnat šestnáct různých gastronomií - od asijské, orientální, indonéské, thajské, laoské až po japonskou. Představí se zároveň belgická, francouzská, italská, ale také krkonošská **kuchyně**. Program zdravého životního **stylu** oživí nabídka zeleninových a ovocných džusů i fondue rozmanitých chutí z celého světa, americké brusinky či tzv. biodynamická vína. Zábavu pro děti zajistí dětský koutek, kde se budou vyrábět náhrdelníky z popcornu či těstovin.



MAY ARTICLES

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

	Publication	Circulation	Date	Size	Headline	Cat.	Value In CZK
1.	Právo	177.300	18.05.11	1/6	Prague Food Festival	1	11.100
2.	Pěkné bydlení	11.200	21.05.11	2/5	Cranberry vase by Maxim Velčovský	1	27.200
3.	Lidové noviny	70.900	21.05.11	1/6	City guide recommends American cranberries	4	21.900

The following online articles about cranberries appeared in May:

	Website	Visitors per Month	Date	Pages	Headline	Cat.	Value In CZK
4.	bety.cz	27.300	01.05.11	1	Urologist advisory	1	1.400
5.	hezkevecicky.eu	3.300	02.05.11	1	CMC baking recipe	1	1.000
6.	asistentka.cz	16.300	09.05.11	1	Announcement Prague Food Festival	4	1.000
7.	hezkevecicky.eu	3.300	09.05.11	1	CMC recipe: Gnocchi with Cranberry Sauce	1	1.000
8.	poselregionu.cz	1.000	13.05.11	1	Taste of American cranberries	2	1.000
9.	xnovinky.cz	14.600	15.05.11	1	Announcement Prague Food Festival	4	1.000
10.	chytrazena.cz	78.000	16.05.11	1	Beefsteak with cranberry sauce and almonds	4	4.000
11.	topreport.cz	1.300	18.05.11	1	Announcement Prague Food Festival	4	1.000
12.	123zpravy.cz	4.600	18.05.11	1	Announcement Prague Food Festival	4	1.000
13.	foodservice.cz	1.500	18.05.11	1	Announcement Prague Food Festival	4	1.000
14.	lidovky.cz	86.700	18.05.11	1	Announcement Prague Food Festival	4	6.840
15.	pragueeventscalendar.cz	21.400	18.05.11	1	Announcement Prague Food Festival	4	1.100
16.	meclub.cz	1.400	20.05.11	1	All about American cranberries	2	1.000
17.	femina.cz	32.900	22.05.11	1	Prague Food Festival with CMC cocktail recipe	1	1.700
18.	hobby.idnes.cz	783.000	23.05.11	1	How cranberries grow	2	39.900
19.	receptyonline.cz	18.600	24.05.11	1	American cranberries	2	1.000
20.	receptyprimanapadu.cz	1.000	25.05.11	1	Various CMC recipes	1	1.000
21.	zena-in.cz	48.400	25.05.11	1	Culinary contest 2011	1	2.500
22.	ct24.cz	555.000	27.05.11	1	Prague Food Festival	2	28.200
23.	blog.idnes.cz	783.000	31.05.11	1	Prague Food Festival with picture of recipe with American cranberries	4	N.A.

	Website	Visitors per Month	Date	Pages	Headline	Cat.	Value In CZK
24.	prostreno.bety.cz	34.300	31.05.11	1	CMC recipe: Beefsteak with Cranberry Sauce	1	1.700

This month 60 % of the media exposure was preferred.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	9	48.600 Kč	48.600 Kč	
Category 2	5	71.100 Kč	35.550 Kč	
Category 3	0	0Kč	0Kč	
Category 4	10	38.840 Kč	9.710 Kč	
Category 5	0	Kč	0 Kč	
Total:	24	158.540 Kč	93.860 Kč	60%

PRAGUE FOOD FESTIVAL 2011



The activity highlight in the first half of the year was the participation of CMC at the Prague Food Festival 2011. Under the theme "Gardens of Gastronomic Seduction", more than 18,000 visitors had the chance to experience the world's culinary variety presented by more than 60 restaurants in three days. A spectacular view over the city of Prague and various side programs made this an outstanding event for visitors and exhibitors. CMC excited the guests with a special menu including American cranberries which was:



- Spring Duck Paté with Cranberries
- Stuffed Guinea-Fowl Roll with Cranberries and homemade Gnocchi
- Venison Meatballs in Cranberry Sauce with Dumplings
- Cranberry Panna Cotta

More than 800 cranberry meals, and 200 sampling bags with dried cranberries were handed out. In addition, the Cranberry Marketing Committee handed out more than 350 informational brochures explaining the health benefits of American cranberries and used branding material for stand decoration. The appearance of CMC at the Food Festival was announced in various magazines and online publications in the Czech Republic



HYBERNIA RESTAURANT PROMOTION 2011

In May, CMC promoted American cranberries with a special week activity at the very popular Restaurant **Hybernia**, which is located in the heart of Prague's vibrant center. 50 kilograms of dried cranberries were used for all meals presented in one week which were:

Monday: Duck Breast with Celery and Orange-Cranberry Sauce

Tuesday: Exotic Coconut Soup with Cranberries

Wednesday: Lasagna with Minced Lamb and Cranberries

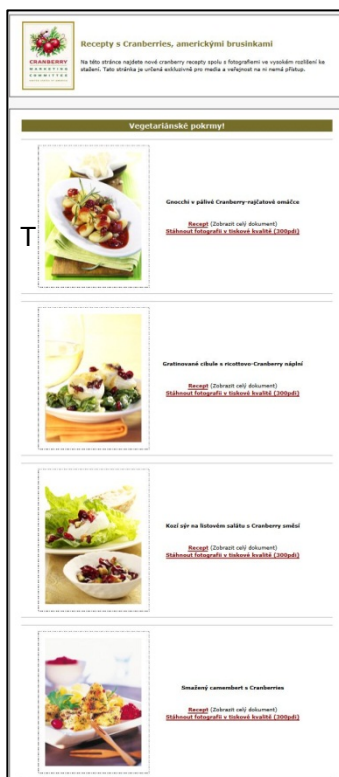
Thursday: Penne with Smoked Salmon, Carrots and Cranberries

Friday: Cakes with Fresh Cheese and Cranberry syrup

The meals were well received by the guests. More than 350 meals with cranberries were sold every day. A big cranberry banner was positioned at the entrance and cranberry leaflets were placed on each table.



WEBSITE



This month, **592** unique visitors visited the CMC Czech language website. Web users were mostly interested in the information about the health claim and the recipe archive.

The CMC press site was updated with the recipes from the last emailings. Journalists can download the recipes and photo material directly from this page.



NEWSLETTER

In May, CMC sent out its first European digital newsletter to Czech trade contacts. The newsletter informed readers about the most important cranberry news from the Czech Republic. The newsletter's opener was of course the Cranberry Marketing Committee's newly designed website. Delivered straight to the recipient's inbox via email, the newsletter is convenient and easy to read. With a country-specific press review, as well as an overview of new and innovative cranberry products, readers stay up to date on developments in the cranberry marketplace, at home and abroad.



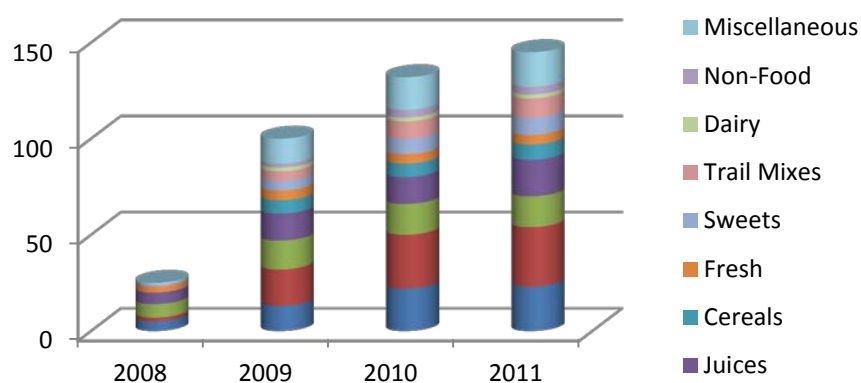
NEW PRODUCTS

This month, we discovered **three** new cranberry products being sold in the Czech Republic with one product having a high cranberry content of at least 10 %.

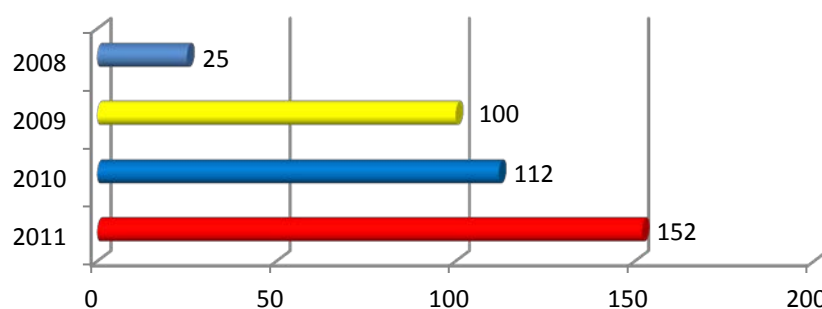
Product	Photo	Brand / Manufacturer	Description
Super cranberry, cherry & almond muesli		Dorset cereals	Muesli mix with cranberries, cherries and almonds 540 g 5,40 €
Muesli with fruit		Tesco	Muesli mix with fruit 375 g 1,4 € Cranberry content: 10%

Product	Photo	Brand / Manufacturer	Description
Mixit		Mix it	Muesli mix blended by the customer 700 g 4,00 € Cranberry content: variable (depending on the customer)

The historical development in 2011 is as follows:



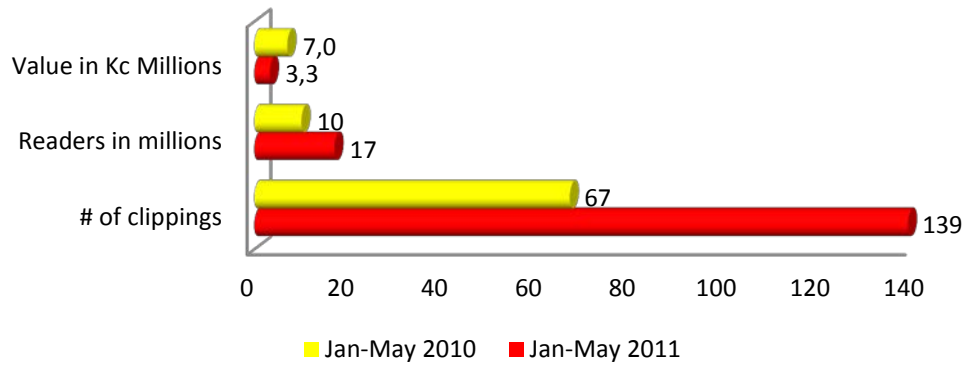
TOTAL PRODUCTS



Performance Measures

MEDIA REPORT SUMMARY THROUGH MAY 2011

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- April 2011: 139

Total advertising equivalent:

Kč 3,345,390

(US \$188,840)

Total circulation & unique viewers:

17,483,100

Upcoming Promotions & Activities

<i>Month</i>	<i>Activity</i>
June	<ul style="list-style-type: none"> ▪ Press emailing "Salads" sent to 50 journalists ▪ Press mailing "Dried Cranberries" in cooperation with a chef
July	<ul style="list-style-type: none"> ▪ Newsletter 02/2011 distributed. ▪ Press mailing "Creative Cooking" ▪ Trade press mailing 02/2011 takes place
August	Program break
September	<ul style="list-style-type: none"> ▪ Direct mailing of health brochure to pharmacies ▪ Online clinic promotion on the UTI health benefits of cranberries on popular women's website. ▪ Press mailing about cranberries and UTI health in cooperation with the CUS.
October	<ul style="list-style-type: none"> ▪ Trade press mailing 03/2011 "Christmas" ▪ Participation in 57th CUS conference ▪ Press emailing "Soups & Stews" sent to 50 journalists
November	<ul style="list-style-type: none"> ▪ Newsletter 03/2011 distributed.
December	<ul style="list-style-type: none"> ▪ Christmas mailing to the trade ▪ Christmas mailing to editors ▪ Press emailing "Drinks" sent to 50 journalists