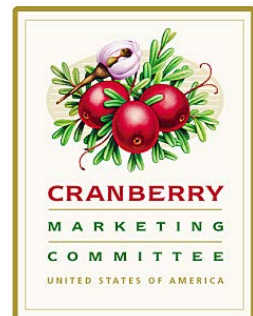




Activity Report

Media & Trade Relations in Poland
The Cranberry Marketing Committee

May 2011



Activity Report

Media and Trade Relations in May 2011

Media Activities

MEDIA EXPOSURE

In May, we monitored **18 clippings** about cranberries from the USA in Poland, including one television appearance, one radio broadcast, four print and twelve online media articles. The publicity reached a total of **4,9 million persons** and had an **advertising equivalence of zł 479,500** (\$175,000).

POMYSŁ NA PIKNIK

ROBERT SOWA
Mistrz Kulinarny, wiceprezes Fundacji Klubu Szefa Kuchni, twórca menu największych wydarzeń kulinarnych w Polsce

20 potraw z żurawinami

Surowe owoce żurawin są zbyt kwaśne, by jeść je na surowo. Ale po przetworzeniu nie mają sobie równych.

PRZEPISY I WYKONANE POTRAWY ROBERT SOWA, ZDJĘCIA CRANBERRY MARKETING COMMITTEE

SCHAB Z SOSEM MUSZTARDOWO-ŻURAWINOWYM

- 400 g schabu • 2 łyżeczki oliwy z oliwek
- 1 pomarańcza • kilka liści bazyli • sok • pieprz
- 2 łyżki słoikowe pesto bazyliowego
- sok z 1 pomarańczy
- 1 łyżka słoikowa musztardy Dijon
- 80 g suszonych żurawin

DLA 4 OSÓB | CZAS PRZYGOTOWANIA 35 MIN
36 palce lizać extra czerwiec 2011

This month's media publications boosted the advertising equivalent thanks to clipping highlights like the appearance of U.S. cranberries on 12 pages with 20 recipes presented by the Cranberry Marketing Committee's culinary Ambassador and Chef Robert Sowa in the magazine **Palce Lizać Extra** (circulation: 55,000). The article is titled "20 Dishes with Cranberries". Robert Sowa recommends various CMC recipes with cranberries for the summer season. **Palce Lizać Extra** has more pages than the regular issue and is a culinary magazine presenting the most popular chefs with their recipe suggestions.

Another clipping highlight is the appearance of USA cranberries on Poland's most popular morning show **Dzień Dobry** (viewers: 316,580). The show on channel TVN is divided into

segments including interviews, news and cooking. Robert Sowa presented recipes like "Grilled Salmon Steak with CranberryMustard" and "Salmon Tartar with Cranberries". The show can be viewed on:

http://dziendobrytvn.plejada.pl/27,48280,wideo,,262544,ryby_i_owoce_morza_z_gri%20lla,aktualnosc_i_detal.html



MAY ARTICLES

The following articles appeared in printed publications in May:

	Publication	Circulation	Date	Size	Headline	Cat.	Value in PLN
1.	Kaleidoscope	30.000	01.05.11	1	Picnic Food	1	35.000
2.	Palce Lizać Extra	55.000	19.05.11	12	20 dishes with cranberry	1	165.000
3.	Super Express	307.370	24.05.11	1/2	CMC recipe: Grilled Zucchini with Cranberries	1	90.070
4.	Palce Lizać	424.910	30.05.11	1	CMC recipe: Curry with Shrimps	1	54.510

The following online articles appeared in May:

	Website	Visitors per Month	Date	Pages	Headline	Cat.	Value in PLN
5.	dlalejdis.pl	1.850	04.05.11	1	Compendium of knowledge about the U.S. cranberry	1	380
6.	hadel.re.pl	5.410	05.05.11	1	Internet compendium of knowledge about U.S. cranberry	1	1.280
7.	hurtidetal.pl	520	05.05.11	1	Internet compendium of knowledge about U.S. cranberry	1	170
8.	handelnowocz esny.pl	1.130	05.05.11	1	Internet compendium of knowledge about U.S. cranberry	1	330
9.	mg.ftgroup.pl	170	05.05.11	1	Internet compendium of knowledge about U.S. cranberry	1	50
10.	handel-info.pl	630	05.05.11	1	Internet compendium of knowledge about U.S. cranberry	1	150
11.	fishermedia.pl	350	05.05.11	1	Internet compendium of knowledge about U.S. cranberry	1	70
12.	dlalejdis.pl	1.850	09.05.11	6	Various CMC recipes	1	2.080
13.	female.pl	800	11.05.11	1	CMC recipe: Fish Stew with Pickles and Cranberry	1	170
14.	kobieta.iso.pl	750	19.05.11	1	Internet compendium of knowledge about U.S. cranberry	1	140
15.	giełdaspożywc za.pl	1 180	19.05.11	1	Internet compendium of knowledge about U.S. cranberry	1	240

	Website	Visitors per Month	Date	Pages	Headline	Cat.	Value in PLN
16.	koncentraty.pl	1 060	19.05.11	1	Internet compendium of knowledge about U.S. cranberry	1	200

The following broadcasts appeared in May:

	Channel	Viewers	Date	Size	Headline	Cat.	Value in PLN
17.	TVN	316.580	20.05.11	200	Dzień Dobry TVN Good Morning TVN	1	126.000
18.	Radio Zet	3.739.840	28.05.2011	108	Recipe for shrimps in curry	1	3.700

This month 100% of the media exposure was preferred.

Category	# of Articles	Ad Value	Weighted Value	% Preferred Articles
Category 1	18	479,530zł	479,530zł	
Category 2	0	0zł	0zł	
Category 3	0	0zł	0zł	
Category 4	0	0zł	0zł	
Category 5	0	0zł	0zł	
Total:	18	479,530zł	479,530zł	100%

POLISH WEBSITE



This month, 818 unique visitors visited the CMC Polish language website, compared to 594 in April 2011. Web users were mostly interested in the archive of CMC recipes.



PRESS MAILING

The emailing "Picnic" was sent to monthly, daily and internet media contacts. Recipes like "Club Sandwich with Chicken Breast" or "Orange Salad with Cranberries" showed editors perfect recipes for a picnic outdoors.

Trade Relation




NEWSLETTER

In May, CMC sent out its first European digital newsletter to trade contacts in Poland. The newsletter informed readers about the most important cranberry news from Poland. 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 on the cranberry marketplace, at home and abroad.

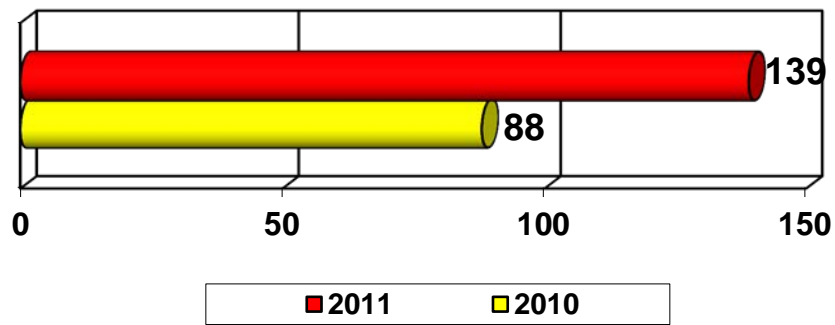


NEW PRODUCTS

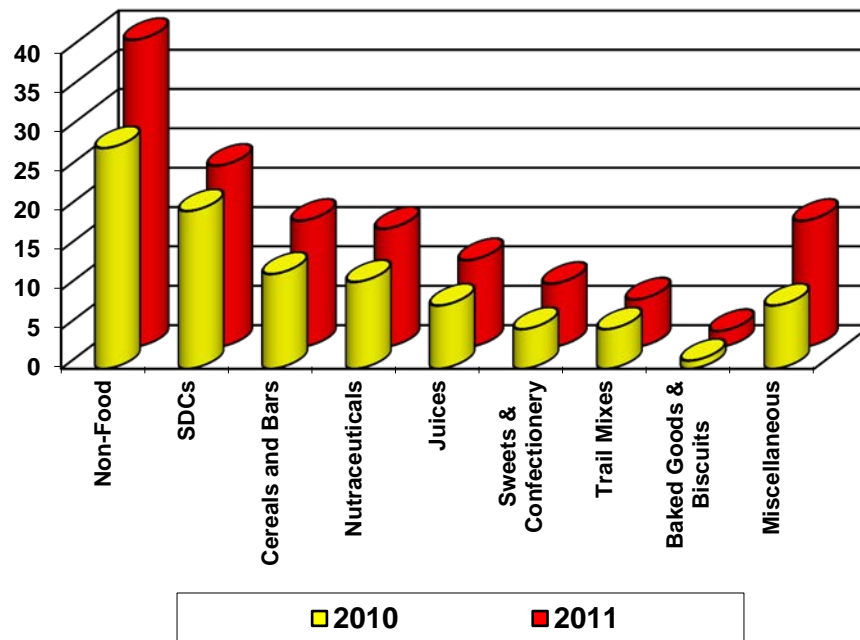
This month, three new cranberry products were monitored in Poland.

New Products			
Product	Photo	Producer/Brand	Description
Black tea with cranberry flavor		Inntea Sp. z o. o / Irving	Black tea with cranberry flavor <u>Price:</u> 5,49 PLN
Energy drink with cranberry flavor		"Herbapol - Lublin" S. A. / Green-Up	Energy drink with cranberry flavor. <u>Price:</u> 3,65 PLN
Turkey fillet with cranberries		Indykpol S.A. / Indykpol	Fillet of turkey with cranberries in 400g package. <u>Price:</u> 14,99 PLN

TOTAL PRODUCTS



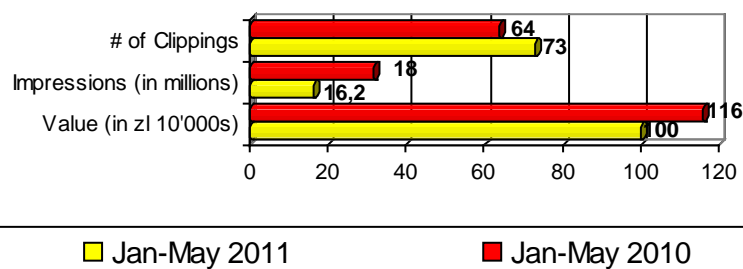
The historical development in 2011 is as follows:



Performance Measures

MEDIA REPORT SUMMARY THROUGH MAY 2011

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 2011:

Total advertising equivalent:

Total impressions:

73
zł 1,002,270
(US\$ 367,900)
16,286,500

Upcoming Promotions & Activities

Month	Activity
June	<ul style="list-style-type: none">▪ E-Mailing "Cakes" sent to weeklies, dailies and internet portals▪ E-Mailing "Low Budget" sent to monthlies▪ Restaurant promotion commences
July	<ul style="list-style-type: none">▪ E-Mailing "Muffins" sent to monthlies▪ Cooperation with Morning TV▪ Restaurant promotion continues
August	<ul style="list-style-type: none">▪ Program Break
September	<ul style="list-style-type: none">▪ E-Mailing "Muffins" sent to weeklies, dailies and internet portals▪ E-Mailing "All American" sent to monthlies▪ Cooperation with Makłowicz w podróży TV
October	<ul style="list-style-type: none">▪ E-Mailing "Chocolate" sent to monthlies
November	<ul style="list-style-type: none">▪ E-Mailing "All American" sent to weeklies, dailies and internet portals
December	<ul style="list-style-type: none">▪ E-Mailing "Chocolate" sent to weeklies, dailies and internet portals

Appendix A
Press Emailing "Picnic"

Informacja prasowa o cranberries 2011

Rozkoszuj się żurawiną amerykańską na świeżym powietrzu!



Szanowna Redakcja,

A może piknik za miastem? Żurawina dodana do kanapki klubowej z kurczakiem, do sosu musztardowego pesto lub do apetycznego ciasta warzywnego będzie odpowiednim towarzyszem.

Niech nadejdzie lato!

Po prostu kliknij na zdjęcie, aby wybrać przepis.



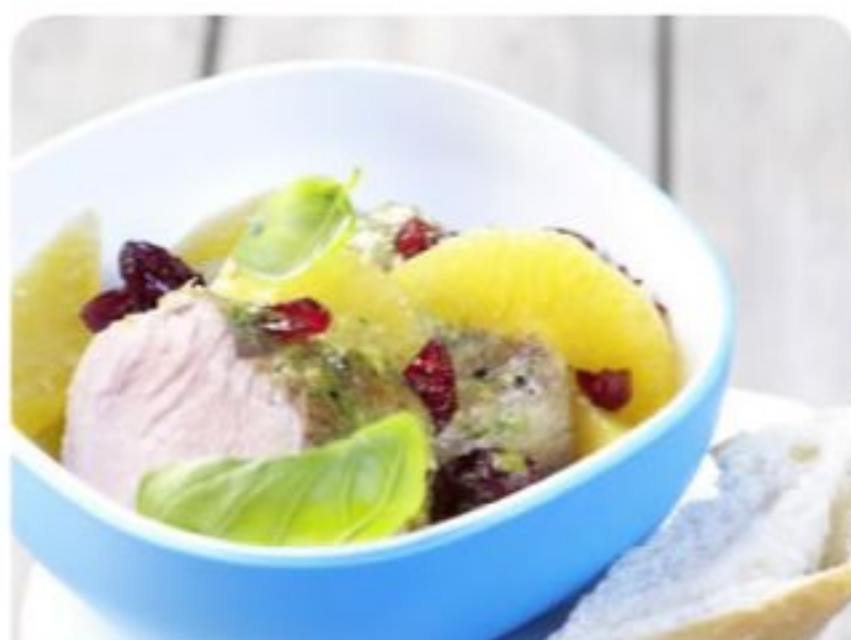
Kanapka z kurczakiem i cranberry



Salatka z zielonej fasolki z dodatkiem cranberry



Aromatyczne prowansalskie ciasto żurawinowo-warzywne



Schab z żurawinowo-musztardowym sosem pesto

Aby uzyskać więcej informacji na temat cranberry (żurawiny amerykańskiej) i jej właściwości zdrowotnych, zapraszamy do odwiedzenia naszej strony internetowej:

www.cranberries-usa.pl

Kontakt prasowy:

Cranberry Marketing Committee - c/o Made in PR - Ul. Puławska 39 lok. - 85, 02-508 Warszawa - Tel. +48-22 646 00 10 - Fax. +48-22 213 82 49 - Monica Ponce Jakubowska - m.ponce@madeinpr.pl