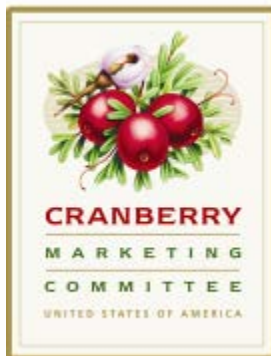




GRUPO PM



MONTHLY ACTIVITY REPORT MEXICO FEBRUARY 2010



Prepared by Grupo PM, S.A. de C.V.



TRADE RELATIONS

TECHNICAL VISITS

During February, CMC's technical engineer continued visiting different companies to promote consumption of US cranberries for different food applications, such as:

- **CANAINPA:** On February 25th we held a "Cranberries in Confectionery" seminar jointly with CANAINPA in Mexico City. The first section included an explanation of cranberries' origin, properties, health benefits and applications. During the hands-on section, participants developed new confectionery recipes using cranberries and also combined cranberries with other fruits. The seminar had a total of 38 participants.
- **Bel-Ara:** The technical engineer visited this company to give them informative materials, and also informed them about the CANAINPA seminar.
- **Megafarma:** We contacted this company to inform them about the CANAINPA seminar.
- **Sanborns:** This month, this important restaurant chain received flavor infused cranberry samples for tests. They also were invited to the CANAINPA seminar.
- **Pane en Via:** Our engineer visited them to give them flavor infused cranberry samples, and also to invite them to the seminar in CANAINPA. The invitation extended to all of their store personnel in Mexico City.
- **El Globo:** We invited them to the confectionery seminar in CANAINPA and gave them cranberry samples for product development tests.
- **El Palacio de Hierro:** This company was also invited to the seminar in CANAINPA; our engineer visited them to provide printed materials and cranberry samples.

PUBLIC RELATIONS

For 2010, some changes have been made to the Public relations report:

- ✓ Now we're considering the specific "pass along" (readers per copy) number provided by every magazine, which will give us the most accurate number of total readers. Last year, we considered 2.2 readers per copy for all magazines, which was a standard of the industry in



Mexico. Now, it will remain the same just for those magazines that don't know or can't provide the number of actual readers per copy.

- ✓ Printed and Internet publications (websites) will be reported separately
- ✓ The Total Weighted Media Values chart is added at the end of this section, which is upheld following CMC criteria.

PRINTED PUBLICATIONS

During this month, the public relations results have remained positive for the beginning of 2010. We registered 13 more printed pick-ups from the Mexican printed and electronic media, including one late publication from last month. The Equivalent Space Value so far for 2010 is \$90,067.97 with a Media Cost Equivalent of \$315,237.90. The detailed information about media publications during this month is shown next:

- **El Porvenir Newspaper (Circulation: 23,425):** The article "*Cranberries, the Flavor of Temptation*" was included within the "*Feminine - Cuisine*" section, mentioning cranberries' versatility and health properties. The recipes included are "*Cranberries and Small Fruits Ecstasy*," "*Cranberry Kiss*," "*Puff Pastry Brie*," "*Special Shrimps*," and "*Chicken Breasts with Creamy Cranberry Sauce*." These recipes included product pictures.
- **Publimetro Newspaper (Circulation: 60,000):** The recipe "*Cranberry Margarita*" was included as part of the "*Clubbing-Weekly Cocktail Drink*" section.
- **Galerias Magazine (Circulation: 120,000):** The recipe "*Classic Cranberry Sponge Cake*" was included in the recipes section.
- **Cocina Estrella Magazine (Circulation: 75,000):** This month's issue included the recipe "*Cranberry and Vanilla Smoothie*"
- **Kena Cocina Magazine (Circulation: 75,000):** As part of the "*Easy Recipes*" section, the "*Spicy Chicken with Cranberries*" recipe was included.
- **Irresistibles Ensaladas Magazine (Circulation: 15,500):** The recipe "*Cranberry and Beetroot*" was included in this month's issue. This was specially developed by two prestigious chefs.



- **Pasion por la Cocina Magazine (Circulation: 40,000):** The February issue of this magazine included two recipes: “*Chicken Breasts with Creamy Cranberry Sauce*” and “*Cranberry Clouds.*”
- **Cocina Especial Magazine (Circulation: 40,500):** This month’s issue included the recipes “*Fresh Cranberry Beverage*” and “*Cranberry White Lemonade.*”
- **A la Carta Magazine (Circulation: 9,000):** The recipe “*Cranberry and Cheese Gelatin on Cookies Base*” was included in two different sections of this magazine.

Actual pictures from the printed media pick-ups are shown next:

**EL PORVENIR NEWSPAPER
JANUARY 24TH, 2010**





**PUBLIMETRO NEWSPAPER
 FEBRUARY 4TH, 2010**

FRONT COVER

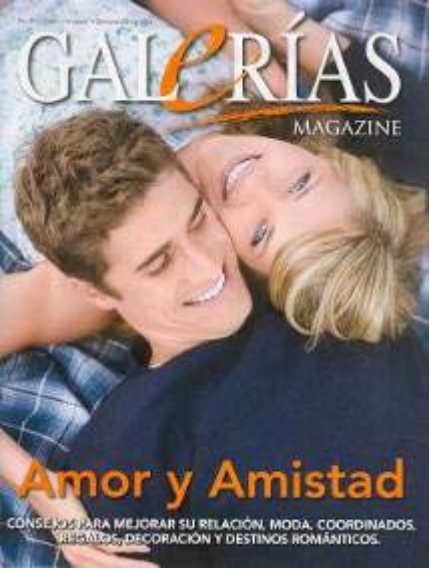


ARTICLE



**GALERIAS MAGAZINE
 FEBRUARY 2010**

FRONT COVER



ARTICLE





**COCINA ESTRELLA MAGAZINE
 FEBRUARY 2010**

FRONT COVER



ARTICLE



FRONT COVER



ARTICLE





**IRRESISTIBLES ENSALADAS MAGAZINE
 FEBRUARY 2010**

FRONT COVER



ARTICLE



**PASION POR LA COCINA MAGAZINE
 FEBRUARY 2010**

FRONT COVER



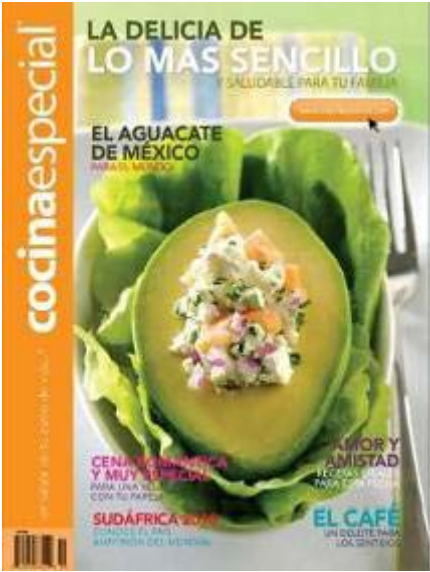
ARTICLE





COCINA ESPECIAL MAGAZINE
 FEBRUARY 2010

FRONT COVER



ARTICLE





**A LA CARTA MAGAZINE
FEBRUARY 2010**

FRONT COVER



ARTICLE



**TOTAL PRINTED MEDIA EXPOSURE
MÉXICO 2010**

Country	Placements	Total Circulation	Total Readers	Equivalent Space Value	Media Cost Equivalent (US\$)
México	23	812,925	2,254,388	\$ 90,067.97	\$ 315,237.90

PRINTED PUBLICATIONS

No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
1.	Galerias	Magazine	January 2010	Nationwide	74,000	3	222,000	3	\$ 5,504.00
2.	Irresistibles Ensaladas	Magazine	January 2010	Nationwide	15,500	4	62,000	1	\$ 400.00
3.	Irresistibles Ensaladas	Magazine	January 2010	Nationwide				4	\$ 1,200.00
4.	Cocina Estrella	Magazine	January 2010	Nationwide	75,000	2.4	180,000	1	\$ 3,816.00
5.	Cocina Estrella	Magazine	January 2010	Nationwide				1	\$ 6,048.00
6.	Pasión por la Cocina	Magazine	January 2010	Nationwide	40,000	2.2	88,000	1	\$ 4,928.64
7.	Sabor y Estilo	Magazine	January 2010	Nationwide	75,000	2.3	172,500	4	\$ 5,640.00
8.	Sabor y Estilo	Magazine	January 2010	Nationwide				1	\$ 2,820.00
9.	Cocina Práctica	Magazine	January 2010	Nationwide	40,000	3.8	152,000	4	\$ 3,608.80
10.	Jugos	Magazine	January 2010	Nationwide	35,000	3.8	133,000	4	\$ 3,608.80



No	Publication	Media Type	Issue/Date	Distribution	Circulation	Pass along	Total Readers	Cat	Advertising Cost (US\$)
11.	El Porvenir	Newspaper	January 24 th , 2010	Monterrey and Metropolitan Area	23,425	3.5	81,988	1	\$ 6,125.00
12.	Publimetro	Newspaper	February 4 th , 2010	Monterrey and Metropolitan Area	60,000	2.2	132,000	1	\$ 437.50
13.	Galerias	Magazine	February 2010	Nationwide	120,000	3	360,000	4	\$ 3,700.00
14.	Cocina Estrella	Magazine	February 2010	Nationwide	75,000	2.4	180,000	1	\$ 3,975.00
15.	Kena Cocina	Magazine	February 2010	Nationwide	75,000	3.1	232,000	1	\$ 9,200.00
16.	Irresistibles Ensaladas	Magazine	February 2010	Nationwide	15,500	4	62,000	4	\$ 1,250.00
17.	Pasión por la Cocina	Magazine	February 2010	Nationwide	40,000	2.2	88,000	1	\$ 5,134.00
18.	Pasión por la Cocina	Magazine	February 2010	Nationwide				1	\$ 5,134.00
19.	Pasión por la Cocina	Magazine	February 2010	Nationwide				1	\$ 5,134.00
20.	Cocina Especial	Magazine	February 2010	Nationwide	40,500	2.2	89,100	1	\$ 4,968.75
21.	Cocina Especial	Magazine	February 2010	Nationwide				1	\$ 4,416.66
22.	A la Carta	Magazine	February 2010	Nationwide	9,000	2.2	19,800	1	\$ 2,264.12
23.	A la Carta	Magazine	February 2010	Nationwide				1	\$ 754.70

INTERNET PUBLICATIONS

During this month, we registered 6 additional publications from websites. The Equivalent Space Value so far for 2010 is \$ 5,538.32 and the Total Visitors number is 99,342. The detailed information about media publications during this month is shown next:

- El Porvenir Newspaper Website:** Just like in the printed newspaper, the website included the article "*Cranberries, the Flavor of Temptation*" within the "*Feminine - Cuisine*" section, mentioning cranberries' versatility and health properties. The recipes included are "*Cranberries and Small Fruits Ecstasy*," "*Cranberry Kiss*," "*Puff Pastry Brie*," "*Special*"



Shrimps,” and “*Chicken Breasts with Creamy Cranberry Sauce.*” These all included product and recipe pictures.

- **Cocina Especial Magazine Website:** The following cranberry recipes were included as part of the “*Wine and Alcoholic Drinks*” section: “*Creamy Cranberry Cocktail,*” “*Cranberry Pineapple,*” “*Sweet Cranberry*” and “*Cranberry Juice Fruit Punch Pitchers.*”
- **CANAINPA Website:** The recipe “*Cranberry & Cheese Tart*” was included in the monthly recipe section.

TOTAL INTERNET EXPOSURE MÉXICO 2010

Pick-ups	Total Visitors	Equivalent Space Value (US\$)
8	99,342	\$ 5,538.32

No	Publication	Link	Issue/Date	Distribution	Visitors	Cat	Equivalent Space Value (US\$)
1.	Fernanda Magazine Website	www.fernanda.com.mx	January 12 th , 2010	Nationwide	25,674	4	\$ 720.00
2.	Style & Shockvisual Website	http://style.shockvisual.net/	January 20 th , 2010	Nationwide	33,297	1	\$ 360.00
3.	El Porvenir Newspaper Website	http://www.elporvenir.com.mx/notas.asp?nota_id=368167	January 24 th , 2010	Nationwide	1,221	1	\$ 666.66
4.	Cocina Especial Magazine Website	http://cocinaespecial.net/Default.aspx	February 2010	Nationwide	9,000	1	\$ 750.00
5.	Cocina Especial Magazine Website	http://cocinaespecial.net/Default.aspx	February 2010	Nationwide	9,000	1	\$ 750.00
6.	Cocina Especial Magazine Website	http://cocinaespecial.net/Default.aspx	February 2010	Nationwide	9,000	1	\$ 750.00
7.	Cocina Especial Magazine Website	http://cocinaespecial.net/Default.aspx	February 2010	Nationwide	9,000	1	\$ 750.00
8.	CANAINPA Website	http://www.canainpa.com.mx/Secciones/SubSecciones.asp?IdSubSeccion=16&Status=S&StatusAcomVer=S	February 2010	Nationwide	3,150	2	\$ 791.66

Actual pictures from the websites are shown next:



JANUARY 24TH 2010



COCINA ESPECIAL WEBSITE
FEBRUARY 2010





CANAINPA WEBSITE
FEBRUARY 2010





TOTAL WEIGHTED MEDIA VALUES

Taking into consideration both printed and internet publications, the following chart shows the Weighted Media Values according to the 5 categories suggested by CMC:

Cat	Total Pick-ups	Ad Value	Weighted Value
1.	22	\$ 69,583.03	\$ 69,583.03
2.	1	\$ 791.66	\$ 395.83
3.	1	\$ 5,504.00	\$ 1,834.67
4.	7	\$ 19,727.60	\$ 4,931.90
5.	0	0	0
Total	31	\$ 95,606.29	\$ 76,745.43

PRESS RELEASES

During this month, the article “Cranberries and Oral Health” was sent to media contacts. The article mainly focuses on cranberries’ anti-adhesive properties. The recipe “Minted Cranberries and Fruits Beverage” was also included.

Salud Oral y Arándanos

¿Qué Alimentos Pueden Ayudar a la Salud?

¿Qué Alimentos Pueden Ayudar a la Salud?

¿Qué Alimentos Pueden Ayudar a la Salud?

¿Qué Alimentos Pueden Ayudar a la Salud?

www.ucranberries.com

www.ucranberries.com

www.ucranberries.com

www.ucranberries.com



PR MASSIVE MEDIA AIRINGS

During February 2010, the Cranberry Marketing Committee appeared in two additional massive media shows. The following chart shows detailed information about these accumulated media airings:

COUNTRY	AIRINGS	EQUIVALENT SPACE VALUE	TOTAL AUDIENCE
Mexico	3	\$7,818.87	710,000

No.	Show	Media Type	Issue/Date	Time	Audience	Interviewee	Coverage	Theme	Advertising Cost (US\$)
1	Te levanta	134 de Sky (canal local 34) TV Mexiquense	January 6th, 2010	7' 48"	350,000	Chef Mariana Coria	Mexico City & Metropolitan Area, per Cable Nationwide	The recipe "Cranberry Cookies" was prepared. Health properties were mentioned.	\$3,807.99
2	Futbol en la Sangre	NRM Comunicaciones	January 13 2010	15' 22"	10,000	Nutriologa Patricia Rodriguez	Nuevo León & Metropolitan Area	Cranberry juice consumption suggested for urinary tract infections.	\$202.88
3	Te levanta	134 de Sky (canal local 34) TV Mexiquense	February 12th, 2010	7' 48"	350,000	Chef Mariana Coria	Ciudad de México y zona Metropolitana por cable a nivel Nacional	"Cranberry and Orange Sponge Cake" recipe developed. Cranberry nutritional content and health properties were mentioned.	\$3,807.99



OTHER ACTIVITIES

CANAINPA BAKERY SEMINARS

On February 25th the “Cranberries in Confectionery” seminar was held jointly with CANAINPA in Mexico City. The first section included the explanation of cranberries’ origin, properties, health benefits and applications. During the hands-on section, participants developed new confectionery recipes using cranberries, combining cranberries with other fruits. The seminar had a total of 38 participants. Companies such as Chocolates Turín participated.





NEW CRANBERRY PRODUCTS

The following cranberry products were found in supermarket stores during this month:

Terra Fertil's "Nature Heart's" Wild Berry Mix	Terra Fertil's "Nature Heart's" Rainbow Mix	Great Value Sugar Free Cranberry Apple Drink Mix
		

Dehydrated Cranberries In Comercial Mexicana	Eva's "Toscan Salad" (with Cranberries)
	

Superama Sugar Bread
