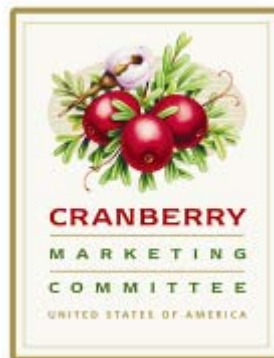




GRUPO PM

# MONTHLY ACTIVITY REPORT



**NOVEMBER 2009**



## MEXICO

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



## TRADE RELATIONS

### Technical Visits

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

- **Taifeld's:** As previously reported, this company is currently selling some cranberry products; therefore, our engineer has offered to hold a technical seminar within their facilities. Additionally, we provided them with printed information on cranberries, as well as flavored cranberry samples for their new product development tests. We will keep in touch with them to gauge their progress with the upcoming product tests and offer technical assistance.
- **Pane en Via:** This important restaurant chain, which we have previously contacted, has called the engineer asking for information about the cranberry products variety available in the market. We provided them with this information and also with CMC's mixology guide and recipe booklet, which helped them understand the variety of cranberry products and how these can be utilized. They seemed very interested and also asked for the Mexican suppliers list. We offered them a seminar for their chefs, and they liked the idea, but they have yet to discuss the possibility internally.
- **Megafarma:** We provided this importer of US cranberries with the CMC's printed materials for cranberry buyers, as they mentioned that they have new clients. In the future, Megafarma will likely request that CMC's engineer give technical seminars about cranberry applications and uses to this new customer.
- **CANAINPA:** The technical engineer visited CANAINPA facilities in Mexico City to work with the bakery and confectionery specialists in order to develop new recipes for the upcoming December seminars. New recipes for cakes and gelatins were developed as a result.
- **Belem:** This important cake shop chain received flavored cranberry samples during our engineer's latest visit. Belem representatives and the engineer also discussed new baked goods development, with the engineer suggesting some application ideas. We also provided Belem with printed information on cranberries.



- **Toks:** We contacted this restaurant chain to offer them the option to hold a cranberry seminar for their chefs and personnel. They commented that their seminars and training sessions are scheduled at the beginning of the year, so they asked us to contact them at that time.
- **El Palacio de Hierro:** During our last visit to this restaurant chain, we provided them with dehydrated cranberry samples. We hoped that they would test them in new bakery and confectionery recipes. They are currently selling cranberry cookies. We will visit them in the future to hear about their new product test results and determine whether they have additional needs.
- **El Globo:** We had previously agreed with this bakery chain to hold a cranberry seminar for their personnel. However, they told us that, due to a seasonal production increase, they have not been able to decide on a final date for our seminar.
- **Exkal:** Our engineer visited this company, which distributes dehydrated fruits, nuts and seeds; providing them with cranberry samples and printed information for their clients. The engineer also talked about dehydrated cranberries' versatility and gave them some application examples. The engineer also proposed holding a technical seminar for Exkal and their clients.

## PUBLIC RELATIONS

During November 2009, we registered 19 pick-ups from the Mexican printed and electronic media, including two late publications from October. The accumulated Equivalent Space Value so far for 2009 is \$ 293,898.95, with a Media Cost Equivalent of \$ 1,028,646.32. Detailed information about media publications during this month is shown below:

- **Restaurants de Mexico Website (Monthly Hits: 25,000):** On November 22<sup>nd</sup>, this website for the restaurant industry published the article "*Cranberries with Plenty of Health benefits.*" Additionally, the website included a trivia question, asking people to mention some additional cranberry health benefits. People answering the trivia question correctly won a CMC glass container for the kitchen. The website reported a very good response from the visitors regarding this trivia contest.
- **Lo Mejor de la...Lecha Dulce Magazine (Circulation: 35,000):** The November issue of this magazine included the recipe "*Strawberry and Cranberry Sponge Cake.*"



- **Yo con Diabetes Magazine (Circulation: 45,000):** This month, this magazine for diabetic people included the article, “*Cranberries, Dehydrated or Fresh?*”. It suggested the ideal consumption amounts in order to obtain all related health benefits.
- **Fernanda Magazine (Circulation: 65,584):** Within the recipes section, the following cranberry recipes were included within this month’s issue: “*Baked Cheese with Cranberries*” and “*Lettuce and Cranberry Cold Tacos.*”
- **Veintitantos Magazine (circulation: 152,000):** Within the “*Health*” section, this magazine for young women included the article, “*Health Oasis,*” explaining cranberries’ nutritional information and health benefits. The magazine also included a short article entitled, “*At the Clubs*”, mentioning cranberries as a great option to combine with alcoholic drinks. Another section, “*For your Health*”, mentioned additional cranberry health properties. In the section “*Healthy Cuisine,*” the article, “*A Touch of Flavor*”, mentioned cranberries’ versatility and included the recipes, “*Couscous and Cranberry Salad*”, “*Cucumber and Cranberries Cream*”, “*Cranberry Tartar Sauce*” and “*Cheese Crostinis with Cranberry Marmalade.*”
- **Cocina Casera Magazine (Circulation: 26,000):** This month’s special issue of this magazine included the recipes ,“*Martini Cosmos*” and “*Cranberry Stuffed Turkey Breast*” within the “*New Year’s Eve*” special section.
- **Toda la Navidad Magazine (Circulation: 45,000):** This special magazine published for the Christmas season included the recipes: “*Stuffed Loin*”, “*Small Pork Loins*” and “*Chicken Breast and Cranberry Sauce*”. It also included the cocktails: “*Cranberry Kiss*”, “*Frozen*”, “*Arrebato*”, “*Cranberry Cider*” and “*Critics Punch*”. All of the cocktails included cranberry juice and/or dehydrated cranberries.
- **Soy Chef Magazine (Circulation: 15,000):** The November issue of this magazine included the article, “*Cranberry Drinks*”, mentioning the cranberry’s origin and versatility. Three cocktail recipes were included: “*Cranberry Margarita*”, “*Cranberry Sangria*” and “*Cranberry Creamy Cocktail*”.

Actual pictures from the magazines are shown below:



RESTAURANTES DE MEXICO WEBSITE  
OCTOBER 22<sup>ND</sup> 2009



RESTAURANTES DE MEXICO WEBSITE  
OCTOBER 22<sup>ND</sup> 2009



LO MEJOR DE LA...LECHE  
DULCE MAGAZINE  
NOVEMBER 2009 FRONT COVER

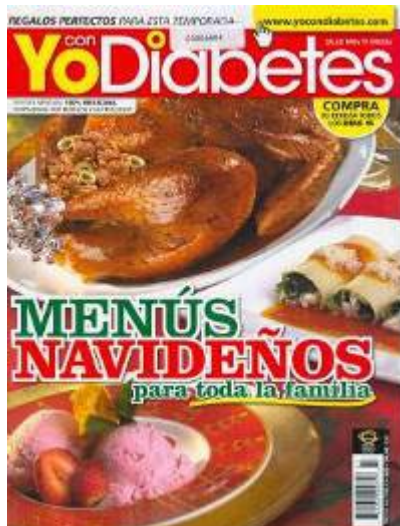


LO MEJOR DE LA...LECHE  
DULCE MAGAZINE  
NOVEMBER 2009 ARTICLE





**YO CON DIABETES MAGAZINE  
NOVEMBER 2009 FRONT COVER**



**FERNANDA MAGAZINE  
NOVEMBER 2009 FRONT COVER**

**YO CON DIABETES MAGAZINE  
NOVEMBER 2009 ARTICLE**



**FERNANDA MAGAZINE  
NOVEMBER 2009 ARTICLE**



**VEINTITANTOS MAGAZINE  
NOVEMBER 2009 FRONT COVER**



**VEINTITANTOS MAGAZINE  
NOVEMBER 2009 ARTICLES**





VEINTITANTOS MAGAZINE  
NOVEMBER 2009 ARTICLES



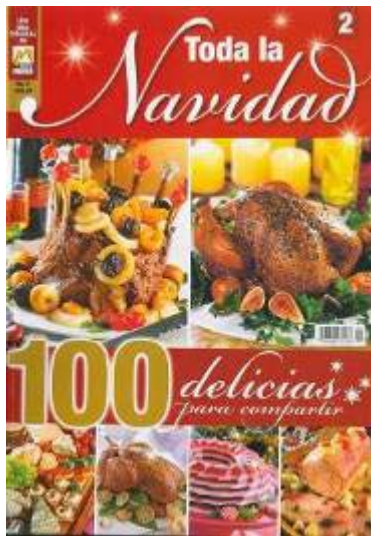
COCINA CASERA MAGAZINE  
NOVEMBER 2009 FRONT COVER

COCINA CASERA MAGAZINE  
NOVEMBER 2009 ARTICLES



**COCINA CASERA MAGAZINE  
NOVEMBER 2009 ARTICLES**





TODA LA NAVIDAD MAGAZINE  
NOVEMBER 2009 ARTICLES





### SOY CHEF MAGAZINE NOVEMBER 2009 FRONT COVER



### SOY CHEF MAGAZINE NOVEMBER 2009 ARTICLES



### SOY CHEF MAGAZINE NOVEMBER 2009 ARTICLES





## PR PUBLICATIONS

### MEDIA EXPOSURE MÉXICO 2008

| COUNTRY | PLACEMENTS | TOTAL CIRCULATION | READERS PER COPY | EQUIVALENT SPACE VALUE | MEDIA COST EQUIVALENT (US\$) |
|---------|------------|-------------------|------------------|------------------------|------------------------------|
| México  | 68         | 3,329,399         | 7,324,678        | \$ 293,898.95          | \$ 1,028,646.32              |

### PR PUBLICATIONS

| No  | Publication                                | Media Type | Issue/ Date                    | Distribution                     | Circulation/ Monthly Hits | Advertising Cost (US\$) |
|-----|--|------------|--------------------------------|----------------------------------|---------------------------|-------------------------|
| 1.  | Menú Diario                                | Magazine   | January 2009                   | Nationwide                       | 75,000                    | \$ 2,997.90             |
| 2.  | Cocina Mariposa "Postre + Café"            | Magazine   | January 2009                   | Nationwide                       | 70,000                    | \$ 5,368.00             |
| 3.  | Diario de Morelos Sección Magazine "Salud" | Newspaper  | January 2 <sup>nd</sup> 2009   | Cuernavaca and Metropolitan Area | 30,487                    | \$ 744.00               |
| 4.  | Life & Style Shockvisual                   | Web Page   | January 2 <sup>nd</sup> 2009   | Nationwide                       | 12,500                    | \$ 360.00               |
| 5.  | Life & Style Shockvisual                   | Web Page   | January 16 <sup>th</sup> 2009  | Nationwide                       | 12,500                    | \$ 360.00               |
| 6.  | Life & Style Shockvisual                   | Web Page   | January 23 <sup>rd</sup> 2009  | Nationwide                       | 12,500                    | \$ 360.00               |
| 7.  | Life & Style Shockvisual                   | Web Page   | January 30 <sup>th</sup> 2009  | Nationwide                       | 12,500                    | \$ 360.00               |
| 8.  | Irresistibles Gelatinas                    | Magazine   | January 2009                   | Nationwide                       | 50,000                    | \$ 1,728.00             |
| 9.  | Life & Style Shockvisual                   | Web Page   | February 3 <sup>rd</sup> 2009  | Nationwide                       | 12,500                    | \$ 360.00               |
| 10. | Life & Style Shockvisual                   | Web Page   | February 6 <sup>th</sup> 2009  | Nationwide                       | 12,500                    | \$ 360.00               |
| 11. | Life & Style Shockvisual                   | Web Page   | February 13 <sup>th</sup> 2009 | Nationwide                       | 12,500                    | \$ 360.00               |
| 12. | Cocina Estrella                            | Magazine   | February 2009                  | Nationwide                       | 75,000                    | \$ 6,048.00             |
| 13. | Revista del                                | Magazine   | February                       | Nationwide                       | 70,000                    | \$ 342.85               |



|     |                                |          |               |            |        |             |
|-----|--------------------------------|----------|---------------|------------|--------|-------------|
|     | Consumidor                     |          | 2009          |            |        |             |
| 14. | Jugos Curativos                | Magazine | February 2009 | Nationwide | 35,000 | \$ 2,000.00 |
| 15. | Kena Especial Guía de la Salud | Magazine | February 2009 | Nationwide | 70,000 | \$ 2,944.00 |
| 16. | Alkimia                        | Magazine | February 2009 | Nationwide | 10,000 | \$ 4,320.00 |

| No  | Publication                                    | Media Type | Issue/ Date                    | Distribution                      | Circulation/ Monthly Hits | Advertising Cost (US\$) |
|-----|--|------------|--------------------------------|-----------------------------------|---------------------------|-------------------------|
| 17. | Club Spira                                     | Magazine   | February 2009                  | Nationwide                        | 150,000                   | \$ 11,068.80            |
| 18. | Restaurantes de México                         | Web Page   | February 26 <sup>th</sup> 2009 | Nationwide                        | 25,000                    | \$ 720.00               |
| 19. | Jugos Espec. La gran enciclopedia de los jugos | Magazine   | March 2009                     | Nationwide                        | 35,000                    | \$ 3,200.00             |
| 20. | Cocina Vital                                   | Magazine   | March 2009                     | Nationwide                        | 115,128                   | \$ 9,296.00             |
| 21. | Life & Style Shockvisual                       | Web Page   | March 02 <sup>nd</sup> 2009    | Nationwide                        | 12,500                    | \$ 360.00               |
| 22. | Platillos Dietéticas                           | Magazine   | March 2009                     | Nationwide                        | 30,000                    | \$ 2,776.00             |
| 23. | Siempre en Familia                             | Magazine   | March 2009                     | Nationwide                        | 100,000                   | \$ 4,872.00             |
| 24. | Siempre en Familia                             | Magazine   | March 2009                     | Nationwide                        | 100,000                   | \$ 4,872.00             |
| 25. | El Informador Sección Calor de Hogar           | Newspaper  | March 27 <sup>th</sup> 2009    | Guadalajara and Metropolitan Area | 45,600                    | \$ 1,280.00             |
| 26. | Cocina Estrella                                | Magazine   | April 2009                     | Nationwide                        | 75,000                    | \$ 6,048.00             |
| 27. | Cocina Fácil                                   | Magazine   | April 2009                     | Nationwide                        | 300,000                   | \$ 4,761.92             |
| 28. | Irresistibles Jugos                            | Magazine   | May 2009                       | Nationwide                        | 45,000                    | \$ 1,280.00             |
| 29. | Comida Vegetariana                             | Magazine   | May 2009                       | Nationwide                        | 35,000                    | \$ 2,776.00             |
| 30. | Irresistibles Gelatinas                        | Magazine   | May 2009                       | Nationwide                        | 50,000                    | \$ 1,728.00             |
| 31. | Siempre en Familia                             | Magazine   | June 2009                      | Nationwide                        | 100,000                   | \$ 8,412.08             |
| 32. | Kena Cocina                                    | Magazine   | June 2009                      | Nationwide                        | 75,000                    | \$ 61,824.00            |
| 33. | Life & Style Shockvisual                       | Web Page   | June 12 <sup>th</sup> 2009     | Nationwide                        | 12,500                    | \$ 360.00               |
| 34. | Clara  | Magazine   | June 2009                      | Nationwide                        | 100,435                   | \$16,428.80             |
| 35. | El Universal Sección Estilos                   | Newspaper  | July 27 <sup>th</sup> 2009     | Nationwide                        | 216,000                   | \$1,185.60              |
| 36. | Irresistibles Gelatinas                        | Magazine   | July 2009                      | Nationwide                        | 50,000                    | \$1,728.00              |
| 37. | Runner's World                                 | Magazine   | July 2009                      | Nationwide                        | 20,000                    | \$3,523.12              |
| 38. | Kena Cocina                                    | Magazine   | July 2009                      | Nationwide                        | 75,000                    | \$5,560.00              |
| 39. | Runner's                                       | Magazine   | August                         | Nationwide                        | 65,000                    | \$4,932.96              |



|     |              |          |             |            |        |          |
|-----|--------------|----------|-------------|------------|--------|----------|
|     | World        |          | 2009        |            |        |          |
| 40. | El Conocedor | Magazine | August 2009 | Nationwide | 15,000 | \$840.00 |

| No  | Publication  | Media Type | Issue/ Date                   | Distribution | Circulation/ Monthly Hits | Advertising Cost (US\$) |
|-----|--|------------|-------------------------------|--------------|---------------------------|-------------------------|
| 41. | Menú Diario Recetario 2da. Edición "Las Mejores Recetas" | Magazine   | August 2009                   | Nationwide   | 75,000                    | \$3,082.00              |
| 42. | Cocina Especial  | Magazine   | August 2009                   | Nationwide   | 40,500                    | \$4,770.00              |
| 43. | Cocina Especial  | Magazine   | September 2009                | Nationwide   | 40,500                    | \$16,960.00             |
| 44. | Fernanda   | Magazine   | October 2009                  | Nationwide   | 65,584                    | \$6,131.04              |
| 45. | Fernanda   | Magazine   | October 2009                  | Nationwide   | 65,584                    | \$2,043.68              |
| 46. | Fernanda   | Magazine   | October 2009                  | Nationwide   | 65,584                    | \$2,043.68              |
| 47. | Fernanda   | Magazine   | October 2009                  | Nationwide   | 65,584                    | \$2,043.68              |
| 48. | El Norte Sec. "Buena Mesa"                               | Newspaper  | October 02 <sup>nd</sup> 2009 | Nationwide   | 154,081                   | \$1,287.73              |
| 49. | Siempre en Familia                                       | Magazine   | October 2009                  | Nationwide   | 100,000                   | \$968.00                |
| 50. | Restaurantes de México                                   | Web Page   | October 22 <sup>nd</sup> 2009 | Nationwide   | 25,000                    | \$720.00                |
| 51. | Restaurantes de México                                   | Web Page   | October 22 <sup>nd</sup> 2009 | Nationwide   | 25,000                    | \$720.00                |
| 52. | Lo mejor de la... Leche dulce                            | Magazine   | November 2009                 | Nationwide   | 35,000                    | \$7,217.60              |
| 53. | Yo con Diabetes  | Magazine   | November 2009                 | Nationwide   | 45,000                    | \$562.00                |
| 54. | Fernanda   | Magazine   | November 2009                 | Nationwide   | 65,584                    | \$6,131.04              |
| 55. | Veintitantos   | Magazine   | November 2009                 | Nationwide   | 152,000                   | \$10,491.60             |
| 56. | Veintitantos   | Magazine   | November 2009                 | Nationwide   | 152,000                   | \$8,743.00              |
| 57. | Veintitantos   | Magazine   | November 2009                 | Nationwide   | 152,000                   | \$10,491.60             |
| 58. | Veintitantos   | Magazine   | November 2009                 | Nationwide   | 152,000                   | \$10,491.60             |
| 59. | Cocina Casera "Especial"                                 | Magazine   | November 2009                 | Nationwide   | 26,000                    | \$640.00                |
| 60. | Cocina Casera "Especial"                                 | Magazine   | November 2009                 | Nationwide   | 26,000                    | \$1,706.67              |
| 61. | Toda la Navidad  | Magazine   | November 2009                 | Nationwide   | 45,000                    | \$1,066.67              |
| 62. | Toda la Navidad  | Magazine   | November 2009                 | Nationwide   | 45,000                    | \$533.33                |
| 63. | Toda la Navidad  | Magazine   | November 2009                 | Nationwide   | 45,000                    | \$1,600.00              |
| 64. | Toda la Navidad  | Magazine   | November 2009                 | Nationwide   | 45,000                    | \$800.00                |



| No  | Publication     | Media Type | Issue/ Date      | Distribution | Circulation/<br>Monthly Hits | Advertising Cost<br>(US\$) |
|-----|-----------------|------------|------------------|--------------|------------------------------|----------------------------|
| 65. | Toda la Navidad | Magazine   | November<br>2009 | Nationwide   | 45,000                       | \$800.00                   |
| 66. | Soy Chef        | Magazine   | November<br>2009 | Nationwide   | 15,000                       | \$2,000.00                 |
| 67. | Soy Chef        | Magazine   | November<br>2009 | Nationwide   | 15,000                       | \$2,000.00                 |
| 68. | Soy Chef        | Magazine   | November<br>2009 | Nationwide   | 15,000                       | \$2,000.00                 |

### Press Release

During this month, the press release entitled, "*Cranberry Juice and its Anti-inflammatory Properties*", was sent to media contacts. The release explained this particular health benefit found in cranberries and also including a recipe for cranberry marmalade.



## El Jugo de Arándano y sus propiedades anti-inflamatorias

Nutriólogo Diana Carriz

www.uscranberries.com

Tanto el arándano como el jugo de arándano son cada vez más populares debido a sus propiedades y contenido nutricional.

El arándano contiene ácido salicílico, por lo que investigaciones recientes han estudiado su efecto anti-inflamatorio. El ácido salicílico se ha utilizado por muchos años para el dolor y para tratar la fiebre y por sus propiedades anti-inflamatorias. Aún no se conocen a detalle los mecanismos anti-inflamatorios del ácido salicílico, sin embargo se observa que sí tiene esta propiedad.

Se ha detectado que un consumo regular de ácido salicílico se asocia a una menor incidencia de padecer ciertos tipos de cáncer, en especial cáncer de colon.

El jugo de arándano, por contener ácido salicílico, se ha incluido en estudios para observar sus propiedades anti-inflamatorias. En un estudio reciente, se observó que las personas que tomaron un vaso de jugo de arándano tres veces al día durante dos semanas presentaron los siguientes resultados:

• Aumento en el contenido de ácido salicílico en orina y sangre.

Aún no se sabe con precisión la cantidad exacta de ácido salicílico que puede obtenerse a través de la dieta para obtener el efecto anti-inflamatorio por el consumo de aspirina. Sin embargo se ha observado que en las personas vegetarianas que consumen una dieta con alimentos que contienen ácido salicílico como el arándano o jugo de arándano, tiene efectos similares a las personas que toman 150mg de aspirina por día, que equivale a menos de la mitad de una tableta de aspirina. Esto sugiere que sí hay una posible relación de los niveles de ácido salicílico en algunos alimentos que pueden ser terapéuticos.



www.uscranberries.com

Las personas que intervinieron en este estudio, que consumían diariamente un vaso de jugo de arándano, aumentaron sus concentraciones de ácido salicílico en sangre y orina por lo que hay una relación entre el consumo frecuente de jugo de arándano y un incremento en la absorción de ácido salicílico que puede tener propiedades anti-inflamatorias tan beneficiosas como las que se obtiene por medio de la aspirina.

Además el arándano contiene antioxidantes, flavonoides y otros polifenoles, los cuales pueden también tener propiedades anti-inflamatorias.

**Consuma diariamente un vaso de jugo de arándano**

Algunas sugerencias:

- Incluye diariamente un vaso de jugo de arándano en el desayuno.
- Bébelo en vaso de jugo de arándano como parte de tu refrigerio a media mañana o por la tarde.
- Acompaña tu comida principal con jugo de arándano.
- Toma jugo de arándano en las recetas con fideo tipo como aperitivo.

• Bébelo en vaso de jugo de arándano como parte de tu refrigerio a media mañana o por la tarde.

• Acompaña tu comida principal con jugo de arándano.

• Toma jugo de arándano en las recetas con fideo tipo como aperitivo.

• Consume jugo de arándano diariamente. Una bebida saludable.

Fuente: Chambers Institute

## MERMELADA

### INGREDIENTES

170 g de ARÁNDANOS (CRANBERRIES) deshidratados  
1% azúcar  
7% jugo de ARÁNDANOS (CRANBERRIES)  
azúcar de una naranja pámpano los de su preferencia

### PREPARACIÓN

Mezcla a fuego lento los ARÁNDANOS, el jugo de ARÁNDANOS y el azúcar, muévelo continuamente, cuando empiece a espesar agrega las cacerolas de naranja. Sirva con el pan de su preferencia.  
Rinde 4 porciones



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## PR MASSIVE MEDIA AIRINGS

During November, the Cranberry Marketing Committee appeared in 14 new issues of massive media shows. The below chart shows detailed information about the accumulated media airings during 2009:

| COUNTRY | AIRINGS | EQUIVALENT SPACE VALUE | TOTAL AUDIENCE |
|---------|---------|------------------------|----------------|
| Mexico  | 27      | \$ 264, 343.71         | 49,364,197     |

| No. | Show                | Media Type                                  | Issue/Date          | Time  | Audience | Interviewee           | Coverage  | Theme  | Advertising Cost (US\$) |
|-----|---------------------|---|---------------------|-------|----------|-----------------------|---|--|-------------------------|
| 1   | Bionatura           | 136 de Sky (local channel 34) TV Mexiquense | Tue March 3rd, 2009 | 5'00" | 450,000  | Chef Geraldine        | Mexico City & Metropolitan Area, per Cable Nationwide | Recipe elaboration "Rejuvenating Juice" with cranberry juice as one of the main ingredients.   | \$ 2,559.86             |
| 2   | Bionatura           | 137 de Sky (local channel 34) TV Mexiquense | Thur May14th. 2009  | 8'59" | 450,000  | Chef Geraldine Romero | Mexico City & Metropolitan Area, per Cable Nationwide | Cranberry Cheeseballs recipe elaboration. Cranberries mentioned as delicious and nutritious, helpful in disease prevention.                                    | \$ 5,197.13             |
| 3   | Imagen en la cocina | 90.5 fm                                     | Sun May 31th,2009   | 4'32" | 390,000  | Alejandra Alvarado    | Mexico City & Metropolitan                            | The cranberry plant and the importance of cranberry consumption in different presentations.  | \$ 5,143.89             |
| 4   | Bionatura           | 137 de Sky (local channel 34) TV Mexiquense | Tues June 02, 2009  | 8'52" | 450,000  | Chef Mariana Coria    | Mexico City & Metropolitan Area, per Cable Nationwide | Cranberry gelatin elaboration.. Cranberries are healthy and have anti-adhesive properties, helping to prevent diseases, also beneficial for the urinary tract. | \$ 5,187.50             |



| No. | Show               | Media Type                                  | Issue/Date             | Time   | Audience  | Interviewee           | Coverage  | Theme  | Advertising Cost (US\$) |
|-----|--------------------|---|------------------------|--------|-----------|-----------------------|---|--|-------------------------|
| 5   | Bionatura          | 138 de Sky (local channel 34) TV Mexiquense | Tues June 09, 2009     | 10'33" | 450,000   | Chef Mariana Coria    | Mexico City & Metropolitan Area, per Cable Nationwide | Oat and cranberry snack bars elaboration. SDC's used as an ingredient for the recipe.  | \$ 6,103.99             |
| 6   | Bionatura          | 139 de Sky (local channel 34) TV Mexiquense | Tues June 23, 2009     | 10'25" | 450,000   | Chef Mariana Coria    | Mexico City & Metropolitan Area, per Cable Nationwide | Cranberry and Chicken Salad elaboration. Cranberries are nutritious, contain vitamins, are healthy and have anti-adhesive properties.  | \$ 6,026.95             |
| 7   | Bionatura          | 140 de Sky (local channel 34) TV Mexiquense | Thru July 02nd, 2009   | 7'48"  | 450,000   | Chef Geraldine Romero | Mexico City & Metropolitan Area, per Cable Nationwide | Cranberry cookies elaboration. Suggested to eat cranberry products on a daily basis to obtain health benefits.   | \$ 4,328.08             |
| 8   | Las mañanas del 11 | Canal 11 XCIPN                              | Mon August 3rd, 2009   | 7'23"  | 6,613,579 | Chef Thelma Morgan    | Mexico City & Metropolitan Area                       | "Cranberry Gelatin" recipe elaboration, using cranberry juice and SDC's. Cranberries' anti-oxidant content was mentioned.  | \$4,383.98              |
| 9   | Las mañanas del 11 | Canal 11 XCIPN                              | Mon August 3rd, 2009   | 9'41"  | 6,613,579 | Chef Thelma Morgan    | Mexico City & Metropolitan Area                       | "Mashed Potatoes with Cranberries" recipe elaboration. Cranberry benefits mentioned: anti-oxidants, which protect cells; and anti-adhesive properties, helpful in protecting the digestive and urinary tracts from bacteria. | \$5,705.85              |
| 10  | Las mañanas del 11 | Canal 11 XCIPN                              | Wed August 12th, 2009  | 3'03"  | 6,613,579 | Chef Thelma Morgan    | Mexico City & Metropolitan Area                       | "Cranberry Smoothie" recipe elaboration.   | \$1,837.27              |
| 11  | La Revista         | TV Azteca                                   | Mon October 19th, 2009 | 3'40"  | 298,347   | Maritza de Camarena   | Guadalajara & Metropolitan Area                       | "Cranberry and Nuts Bar" recipe elaboration  | \$2,932.50              |
| 12  | La Revista         | TV Azteca                                   | Wed October 21st, 2009 | 3'15"  | 298,347   | Maritza de Camarena   | Guadalajara & Metropolitan Area                       | "Cranberry and Vanilla Coffee Cake" recipe elaboration. Antioxidant content mentioned, consumption was recommended.  | \$2,716.88              |
| 13  | La Revista         | TV Azteca                                   | Sat October 26th, 2009 | 3'08"  | 298,347   | Maritza de Camarena   | Guadalajara and Metropolitan Area                     | "Cranberry and Pear Meringue" recipe elaboration   | \$2,656.50              |



| No. | Show                          | Media Type          | Issue/Date                                 | Time    | Audience  | Interviewee           | Coverage                           | Theme   | Advertising Cost (US\$) |
|-----|-------------------------------|---------------------|--|---------|-----------|-----------------------|------------------------------------|---|-------------------------|
| 14  | Club de Mamás                 | Radio Mujer         | Mon<br>November<br>9 <sup>th</sup> , 2009  | 60´     | 104,119   | Cristina<br>Orendain  | Guadalajara &<br>Metropolitan Area | Anti-oxidant content, suggested for kids and adults. Product presentations were mentioned. Recipe "Citric Cranberry Punch". Invitation to cranberries cooking workshops to be held in December. | \$5,414.40              |
| 15  | Nutrición al alcance de todos | 1310 AM Radio Vital | Wed<br>November<br>11 <sup>th</sup> , 2009 | 60´     | 337,606   | Cristina<br>Orendain  | Guadalajara &<br>Metropolitan Area | Invitation for cranberry cooking workshops to be held in December. Cranberries versatility, origin, harvesting and consumption were discussed   | \$8,365.20              |
| 16  | Evangelio y Salud             | Maria Visión        | Thu<br>November<br>12 <sup>th</sup> , 2009 | 60´     | 8,000,000 | Cristina<br>Orendain  | USA, México &<br>Central America   | Cranberries' anti-oxidant content was mentioned, as well as the fiber content.  | \$51,750.00             |
| 17  | Sociedad Unida                | 1310 AM Radio Vital | Fri November<br>13 <sup>th</sup> , 2009    | 60´     | 337,606   | Cristina<br>Orendain  | Guadalajara &<br>Metropolitan Area | Cranberries' health properties and nutritional content were mentioned, as well as the origin and product presentations. Three special cranberry jars were given to the audience.                | \$8,365.20              |
| 18  | Nutrición y Salud             | 1310 AM Radio Vital | Sat<br>November<br>14 <sup>th</sup> , 2009 | 60´     | 337,606   | Cristina<br>Orendain  | Guadalajara &<br>Metropolitan Area | Cranberries' health properties and nutritional content were mentioned, as well as origin, product presentations and harvesting process. Recipe "Cranberries and citric Punch."                  | \$8,365.20              |
| 19  | Evangelio y Salud             | Maria Visión        | Thu<br>November<br>19 <sup>th</sup> , 2009 | 73´     | 8,000,000 | Cristina<br>Orendain  | USA, México &<br>Central America   | Cranberries properties and health benefits were mentioned. Invited the audience to the cooking workshops in December. Elaboration of a cranberry energetic drink recipe.                        | \$62,962.50             |
| 20  | Las Mañanas del Once          | Canal 11 XCIPN      | Fri November<br>20 <sup>th</sup> , 2009    | 11´ 00" | 6,613,579 | Chef Thelma<br>Morgan | Mexico City &<br>Metropolitan Area | Recipe elaboration "Kottbullar with Cranberry Sauce"  | \$6,669.96              |



| No. | Show                          | Media Type              | Issue/Date                           | Time | Audience | Interviewee       | Coverage                        | Theme   | Advertising Cost (US\$) |
|-----|-------------------------------|-------------------------|--------------------------------------|------|----------|-------------------|---------------------------------|---|-------------------------|
| 21  | Sociedad Unida                | 1310 AM Radio Vital     | Fri November 20 <sup>th</sup> , 2009 | 60´  | 337,606  | Cristina Orendain | Guadalajara & Metropolitan Area | Cranberries' vitamin and mineral content and their effect on health.  | \$8,365.20              |
| 22  | Nutrición y Salud             | 1310 AM Radio Vital     | Sat November 21 <sup>st</sup> , 2009 | 60´  | 337,606  | Cristina Orendain | Guadalajara & Metropolitan Area | Cranberries health properties were mentioned. Invitation to the cranberries cooking workshop to be held on December 3. Cranberry jars were given to the audience.   | \$8,365.20              |
| 23  | La Consentida                 | Televisa Radio XEBA AM  | Wed November 25 <sup>th</sup> , 2009 | 59´  | 11,873   | Cristina Orendain | Guadalajara & Metropolitan Area | Cranberry's vitamin and anti-oxidant content. Benefits for cardiovascular diseases and anti-adhesive properties.  | \$7,924.88              |
| 24  | Nutrición al alcance de todos | 1310 AM Radio Vital     | Wed November 25 <sup>th</sup> , 2009 | 60´  | 337,606  | Cristina Orendain | Guadalajara & Metropolitan Area | Cranberries anti-oxidative and anti-adhesive properties. Suggested to eat at least 2 portions a day. Cranberry jars were given to the audience.   | \$8,365.20              |
| 25  | Vamos a platicar              | 1070 AM Nueva Era Radio | Thu November 26 <sup>th</sup> , 2009 | 60´  | 108,000  | Cristina Orendain | Guadalajara & Metropolitan Area | Cranberries origin explanation, harvesting, and versatility. Anti-oxidant content and cancer prevention benefits mentioned. Invitation to the cooking workshops in December. Cranberry jars were given to the audience. | \$7,920.00              |
| 26  | Sociedad Unida                | 1310 AM Radio Vital     | Fri November 27 <sup>th</sup> , 2009 | 60´  | 337,606  | Cristina Orendain | Guadalajara & Metropolitan Area | Health benefits mentioned: anti-adhesive properties, UTI's prevention, oral health, cardiovascular diseases.  | \$8,365.20              |
| 27  | Nutrición y Salud             | 1310 AM Radio Vital     | Sat November 28 <sup>th</sup> , 2009 | 60´  | 337,606  | Cristina Orendain | Guadalajara & Metropolitan Area | Cranberry product presentations were mentioned. Peptic ulceration prevention with cranberry juice. Vitamin content. Invitation to the cranberry cooking workshops.  | \$8,365.20              |



## OTHER ACTIVITIES

### CMC WEBSITE

During November 2009, CMC's Spanish website received 215 unique visitors, increasing 29.5% in comparison to October.

### RETAIL COOPERATIVE PROMOTIONS

During this month, we have finalized the details for the upcoming cranberry retail cooperative promotions. This time, we will cover 8 cities: Cuernavaca, Queretaro, Puebla, Villahermosa, Hermosillo, Veracruz, Chihuahua and Cancun. The participating supermarket store chains are: Soriana, Comercial Mexicana and Superama. The promotion started on November 27th.

### CARRERA TEC SANTA FE

On November 1<sup>st</sup>, CMC participated in the Tec de Monterrey Sports race in Santa Fe. This participation was the result of an invitation from the university following our successful display at the previously-held Cuernavaca race. Around 1,000 athletes participated. Runners and general visitors visited our booth, where cranberry juice and printed informative materials were provided.





## RUNNING ON HEELS RACE IN GUADALAJARA

On November 29<sup>th</sup>, CMC participated in the Running on Heels Race event in Guadalajara Jalisco. This event was directed to middle/upper class women in that city. We were present with a booth, where we offered cranberry juice samples and printed materials.

