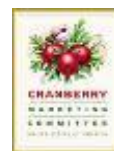


September
2011

MONTHLY ACTIVITY REPORT



Prepared by
Grupo PM



TRADE RELATIONS

TECHNICAL VISITS

During September 2011, CMC's engineer visited numerous companies to provide information and technical advice about the application of various cranberry products in the food industry. Visit summaries are provided below:

- **Nueces y Piñones.:** CMC's engineer visited this company and provided information regarding U.S. cranberries. The company doesn't currently sell cranberries, however there is interest for them due to customer request for cranberries. The company is interested in suppliers that can sell the product in Mexico. Grupo PM provided the supplier information. CMC's engineer will also provide the company with dried cranberry samples.
- **Abastecedora Nacional de Granos y Frutos Secos:** CMC's engineer provided technical and nutritional information regarding U.S. cranberries. The engineer also advised that suppliers of U.S. cranberries are reliable to provide the product throughout the year.
- **Delicias para Celíacos:** CMC's engineer provided the CMC consumer brochures for their customers. They are developing a roll with cranberry that is suitable for people with celiac disease. A visit will be scheduled to give additional cranberry samples to be used in product development.
- **Pastelería la Esperanza:** In the past, this company has used cranberries during the Christmas season. As a result, our engineer made a visit to provide CMC's informative materials, and to talk about possible product developments. We will stay in touch with this important bakery chain.
- **El Pastelero:** This bakery assisted during the last CMC's seminar in CANAINPA and they requested additional technical information about cranberries, as well as additional recipes. They are interested in developing cakes with cranberries. CMC's engineer provided recipes and CMC brochures.



- **Ofrut:** Ofrut develops products for various companies; Bimbo is one of its more important clients. They are working on the development of a new jam with cranberries for BIMBO, and requested technical information. CMC's engineer supplied the information and will also be providing dried cranberry samples.

PUBLIC RELATIONS

PRINTED PUBLICATIONS

Excellent results continued for CMC in Mexico regarding Public Relations efforts. The public relations efforts have shown excellent results with 20 pick-ups registered from different printed media during the month of September. Seven (7) late pick-ups from August are also included. The Equivalent Space Value for 2011 is \$693,301.75 with Media Cost Equivalent \$2,426,556.13.

The detailed information about media publications during September is provided below:

- **El Caudillo de Morelos Newspaper (Circulation: 10, 000):** On August 23th, an article was published in the *Science and Technology* section. "Cranberry, ally in the fight against cancer". The fruit contains substances with high antioxidant activity. Among which are: anthocyanin, flavonoids and proanthocyanidins. The article mentioned the functions and benefits of antioxidants. The article also discussed how cranberry compounds may help improve the effectiveness of some platinum-based drugs used in chemotherapy to fight ovarian cancer.
- On September 29th, "The Cranberries improved blood circulation" article was published in the *Science and Technology* section. The article mentioned that the intake of fruit minimizes the risk associated with hypertension. Cranberry, in all presentations, is a fruit of moderate energy intake that can be included in all kinds of diets, including weight reduction, and is highly concentrated in nutrients. Photographs were included in the article.



- **Jugos Curativos Magazine (Circulation: 35,000):** The August issue published the recipe "Cranberry Juice, Kiwi and Brussels Cabbage". In the September issue, three recipes were published: "Cranberry, Parsley and Honey Juice", "Melon and Cranberry Juice", and "Orange and Cranberry Juice".
- **Kena Magazine (Circulation: 80,000):** This magazine published two recipes in the Kitchen section: "Drinks to Celebrate" and "Cranberry Punch".
- **Irresistibles Jugos Magazine (Circulation: 35,000):** The food stylist chefs Geraldine Romero and Mariana Coria made a recipe where the main ingredient was cranberry. The recipe was "Cranberry and Hazelnut Juice."
- **Maravillas de la Reposteria Magazine (Circulation: 35000):** The food stylist chefs Geraldine Romero and Mariana Coria made a recipe where a main ingredient was cranberry. The recipe was "Avocado Pancakes."
- **La Gran Enciclopedia de los Jugos Magazine (Circulation: 35,000):** The recipes "Mango and Cranberry Juice" and "Apple and Cranberry Juice" were published in the August issue.
- **Pasion por la Cocina Magazine (Circulation: 40,000):** The September issue included three recipes in different sections. In the *Recipe & Wine* section, the recipe "Cranberry Cocktail", and in the *Desserts* section, the recipe "Oats Triangle, with White Chocolate and Cranberries", and in *Entrees* section, the recipe "Chile in Cranberry's Nogada " All recipes included photographs.
- **Cocina Practica Magazine (Circulation: 40,000):** The recipes "Cranberry Sauce", "Loin with Cranberry Sauce", and "Cranberry Cocktail" were published in the September issue.
- **Cocina con Alegría Magazine (Circulation: 50,000):** A photograph and the recipe "Chicken with Spices and Cranberry" was published in the index. CMC's logo was also included.
- **Cocina Vital Magazine (Circulation: 121,639):** The recipe "Arugula Salad" was included in the *1 o 2* section of the magazine.



- **El Mexicano Newspaper (Circulation: 45,500):** On September 29th, the article "Cranberry" was published. The article mentioned characteristics of the fruit and its nutritional benefits. A photograph was also included.

Pictures from the printed media pick-ups are provided below:

CAUDILLO NEWSPAPER

AUGUST 23th,

SEPTEMBER 29th, 2011



FRONT COVER



ARTICLE

Arándanos, kiwis, coles de Bruselas

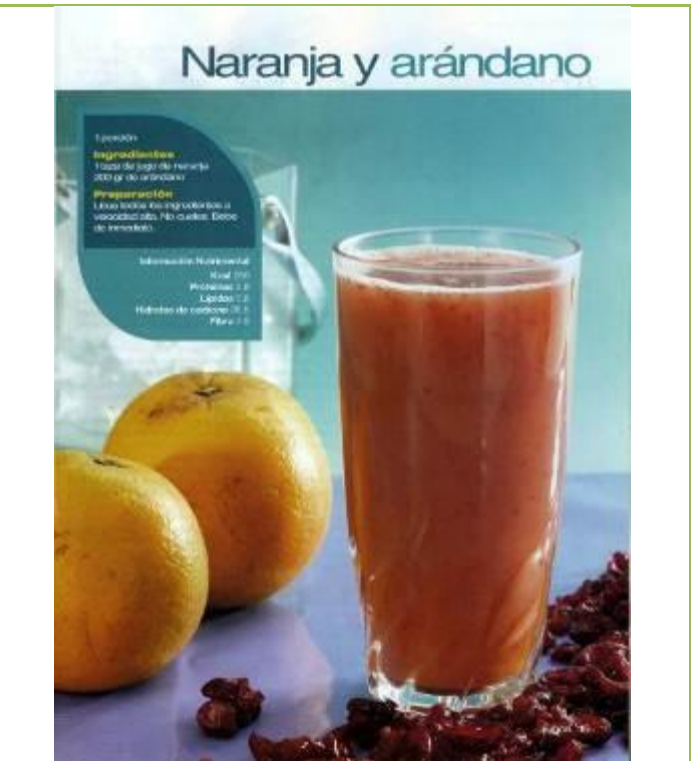


SEPTEMBER, 2011

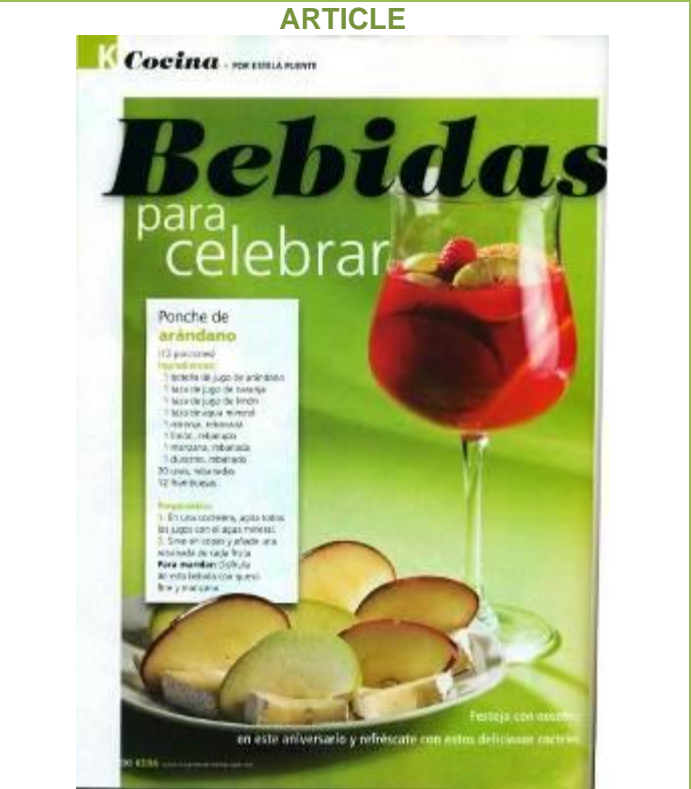


Arándanos, perejil y miel





**KENA MAGAZINE
AUGUST, 2011**



**IRRESISTIBLES JUGOS MAGAZINE
AUGUST, 2011**

FRONT COVER



ARTICLE



**MARAVILLAS DE LA REPOSTERIA MAGAZINE
AUGUST 23th, 2011**

FRONT COVER



CRUJIENTE DE MANZANA

• Porciones: 12 • Preparación: 30 minutos • Difícil: Fácil

Ingredientes:
 3/4 de taza de azúcar
 1/2 taza de mantequilla
 1 taza de arroz en polvo
 1 cucharadita de bicarbonato

Preparación:
 Precalentar el horno a 350°F. Mezclar los ingredientes anteriores, luego, con el azúcar y la mantequilla, mezclar hasta que se unifique.

Decoración:
 Añadir a cada taza de azúcar un día cada ingrediente.

Ingredientes para el relleno:
 1/2 de taza de azúcar
 1/2 de taza de mantequilla
 1/2 de taza de leche
 1/2 de taza de harina
 1/2 de taza de leche
 1/2 de taza de mantequilla
 1/2 de taza de leche
 1/2 de taza de mantequilla



PANQUE DE AGUACATE

• Porciones: 4 • Preparación: 1 hora 20 minutos • Difícil: Fácil

Ingredientes:
 1/2 taza de azúcar
 1/2 taza de mantequilla
 1/2 taza de leche
 1/2 taza de harina
 1/2 taza de mantequilla
 1/2 taza de leche
 1/2 taza de mantequilla
 1/2 taza de leche
 1/2 taza de mantequilla

Preparación:
 Precalentar el horno a 350°F. Batir con una batidora eléctrica la mantequilla y el azúcar hasta que se unifique. Añadir la leche y la mantequilla, luego, con el azúcar y la mantequilla, agregar los huevos. Batir hasta que se integre el panque.

Decoración:
 Agregar los ingredientes de decoración y a la vez agregar el relleno.

Ingredientes para el relleno:
 1/2 de taza de azúcar
 1/2 de taza de mantequilla
 1/2 de taza de leche
 1/2 de taza de mantequilla
 1/2 de taza de leche
 1/2 de taza de mantequilla

LA GRAN ENCICLOPEDIA DE LOS JUGOS MAGAZINE
AUGUST, 2011

FRONT COVER



| | | | |
|---|---|--|--|
|  | <h3>Piña, apio y jengibre</h3> <p>Ingredientes: 1 porción</p> <ul style="list-style-type: none"> 1 taza de jugo de piña de una botella 1 taza de apio 1 trozo de jengibre (aprox. 1 pulgada) 1 taza de agua 1/2 taza de azúcar <p>Preparación: Coloca los ingredientes en un licuador y licúa. Añadir azúcar al gusto.</p> <p>Recomendación: Convierte una bebida energética y refrescante. Es una gran alternativa al té. También puedes agregarle un poco de limón o naranja. ¡Espero que te guste!</p> |  | <h3>Manzanas y arándanos</h3> <p>Ingredientes: 2 porciones</p> <ul style="list-style-type: none"> 2 manzanas peladas 1/2 taza de arándanos, en fresco <p>Preparación: Pasa los ingredientes en un licuador. Añadir azúcar al gusto.</p> <p>Recomendación: Tómalo con agua o leche fría.</p> |
|  | <h3>Mango y arándanos</h3> <p>Ingredientes: 1 porción</p> <ul style="list-style-type: none"> 1 taza de jugo de mango 1/2 taza de arándanos 1/2 taza de agua <p>Preparación: Coloca los ingredientes en un licuador y licúa.</p> <p>Recomendación: Tómalo con agua o leche fría.</p> |  | <h3>Piña y col</h3> <p>Ingredientes: 2 porciones</p> <ul style="list-style-type: none"> 1 taza de jugo de piña 1/2 taza de agua 1/2 taza de azúcar <p>Preparación: Pasa los ingredientes en un licuador y licúa.</p> <p>Recomendación: Tómalo con agua o leche fría.</p> |

PASION POR LA COCINA MAGAZINE SEPTEMBER, 2011

FRONT COVER



pasión
por la COCINA
BELLEZA • VIDA • DIVERSIÓN

PAREJA ATACA LA ENVIDIA ES UN SENTIMIENTO DESTRUCTIVO

EL HIJO PREDILECTO IDENTIFICACION Y COMUNION DE INTERESES

Edith Márquez ¡RESURGE DE SUS VIVENCIAS!

¡BUENAS NOTICIAS! DESINTEGRA LA CELULITIS

ESPECIAL cocina mexicana

- DELICIAS DE LA COCINA MEXICANA, POR EL CHEF JUAN RAMÓN CÁRDENAS
- EL MENÚ MEXICANO DE LA CHEF ANA PAULA
- RECETAS ORIGINALES PARA ESTAS FIESTAS PATRIAS

DECORACIÓN el color

ARTICLE



PASIÓN POR LA COCINA *bebidas*

APERITIVO de arándanos

INGREDIENTES PARA 1 PERSONA

2 tazas de arándanos congelados (1 taza de arándanos es equivalente a 1 taza de agua) • 1 taza de jugo de naranja • 1/2 taza de azúcar

ELABORACIÓN
COLOCAR el hielo en un vaso.
AGREGAR los ingredientes, excepto el jugo de naranja.
LLENAR el vaso con agua mineral con burbujas de azúcar.

TIP
Puedes utilizar el jugo de arándanos dulce si quieres reducir calorías.

TORITO de cacahuete

INGREDIENTES PARA 1 1/2 LITRO

1 taza de leche condensada • 1 taza de crema de cacahuete • 1 taza de azúcar • 1 taza de agua • 1/2 taza de café • 1 taza de leche

ELABORACIÓN
VERTEER en la licuadora todos los ingredientes con excepción de la leche.
MEZCLAR todo y servir en vasos con hielo.

TIP
Si quieres bajar las calorías de la bebida, utiliza leche condensada baja en azúcar y leche evaporada baja en grasas.

**COCINA PRACTICA MAGAZINE
SEPTEMBER, 2011**

FRONT COVER



ARTICLE

Ensalada de pasta con queso y uvas

Ingredientes

- 1 paquete de pasta corta (100 gr)
- 1 taza de queso crema
- 1 taza de queso a medida cocido
- 2 cucharadas de aceite
- 2 tazas de uvas verdes y rojas
- 1 taza de queso ricotta
- 1 sal y pimienta al gusto

Manera de preparar

1. Cocer la pasta cuando está bien cocida y escurra.
2. Mezclar el queso crema, la pimienta y el aceite; sazonarla.
3. Talar la pasta con la salsa anterior y agregar las uvas, al final mezclarla con la pasta.



Salsa de arándanos

Ingredientes

- 2 tazas de agua
- 1 cucharadita de sal
- 1 taza de arándanos deshidratados
- 1 taza de jugo de arándano
- 4 cucharadas de azúcar

Manera de preparar

1. Salsa en agua, lo cocerá, al diente y lo cocerá de los arándanos.
2. Agregar el jugo de arándano que sazone, azúcar, sal y agrega el resto de los arándanos.
3. Deje hervir hasta que espese la salsa, solamente, debe estar a un.

Recepción de la Cocina y Comida 7

Lomo en salsa de arándanos

Ingredientes

- 1 kg de lomo de cerdo
- 2 tazas de agua
- 1 cucharadita de sal
- 1 taza de jugo de arándano
- 1 taza de azúcar
- 1 taza de queso crema
- 1 taza de queso a medida cocido

Manera de preparar

1. Salsa el lomo por todos los lados, ponerlo en un sartén.
2. Cocer el lomo en un recipiente para hornear y hornear a 180 °C durante 30 minutos. Verificar que la carne está cocida.
3. Salsa el jugo, lo cocerá, al diente y lo cocerá de los arándanos, agrega el jugo de arándano, el azúcar y el queso crema y sazonarla.
4. Sazonar el lomo con la salsa y servirlo con la salsa.



Recepción de la Cocina y Comida 20

Cóctel de arándanos

Ingredientes

- 20 gr de arándanos
- 1 taza de agua mineral
- 1 cucharada de azúcar
- 1 cucharada de limón

Manera de preparar

1. Sazonar con el jugo.

Cóctel de lichi

Ingredientes

- 1 taza de lichi
- 1/2 taza de agua mineral
- 1 taza de azúcar
- 1 cucharada de limón

Manera de preparar

1. Sazonar con el jugo.



Recepción de la Cocina y Comida 25

COCINA CON ALEGRIA MAGAZINE
SEPTEMBER, 2011

FRONT COVER



ARTICLE



28

Pollo con especias y arándanos

Por: Lina...

Para la riquísima ofrenda de muertos, el pollo ideal para muchos es este quincón.

Ingredientes

- 2 onces de un kilo de muslos de pollo en pelle
- 1 taza de especias de día de muertos
- 1 1/2 tazas de jugo de arándanos
- 1/4 de taza de aceite de oliva
- Una pizca de jengibre molido
- Una pizca de canela en polvo
- Una pizca de clavo molido
- 1 cucharada de aceite
- 8 minutos de pollo
- Sal y pimienta

Procedimiento

- 1 Caliente el aceite en una olla gruesa, sazonando el pollo. Fría los muslos hasta que estén bien dorados.
- 2 Añade el jugo de arándanos y el aceite. Agrega las especias de día de muertos y deja al fuego.
- 3 Sazona con las especias y el calor del pollo a fuego bajo, y déjalo cocinar hasta que el pollo esté bien sazonado y la salsa ligeramente espesa.

El secreto de calabaza

Una calabaza dulce y cremosa es el ingrediente perfecto para hacer un delicioso plato.





EL MEXICANO NEWSPAPER
SEPTEMBER 29th, 2011

ARTICLE

El arándano, en colaboración con el sistema inmunológico, ayuda a prevenir y combatir las infecciones de las vías urinarias.

Salud y bienestar

El arándano

Para ayudar a mejorar la salud de las mujeres, eviten las infecciones de las vías urinarias

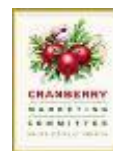
Con el consumo de arándanos se puede prevenir y combatir las infecciones de las vías urinarias, una de las enfermedades más comunes en las mujeres. Este fruto de color rojo oscuro, que crece en los bosques de América del Norte, es rico en antioxidantes y compuestos que ayudan a mantener saludable el sistema urinario.

Según un estudio publicado en la revista "Antioxidants and Health", el consumo regular de arándanos puede reducir el riesgo de infecciones de las vías urinarias en mujeres que sufren de este tipo de problemas. Los investigadores descubrieron que los arándanos contienen compuestos que ayudan a prevenir que las bacterias se adhieran a la pared del tracto urinario, lo que evita que se reproduzcan y causen infección.

Además, los arándanos son ricos en vitamina C, un nutriente que fortalece el sistema inmunológico y ayuda a combatir las infecciones. También contienen compuestos que ayudan a reducir la inflamación y el dolor asociados con las infecciones de las vías urinarias.

Para aprovechar al máximo los beneficios de los arándanos, se recomienda consumirlos frescos o congelados. También se pueden encontrar en forma de jugo o suplementos. Sin embargo, es importante elegir productos de calidad y sin azúcar agregado.

Si tienes alguna duda o necesitas más información sobre los beneficios de los arándanos, consulta a tu médico o nutricionista.



TOTAL PRINTED MEDIA EXPOSURE MÉXICO 2011

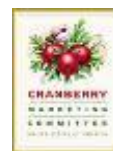
| COUNTRY | PLACEMENTS | TOTAL CIRCULATION | TOTAL READERS | EQUIVALENT SPACE VALUE (US\$) | MEDIA COST EQUIVALENT (US\$) |
|---------|------------|-------------------|---------------|-------------------------------|------------------------------|
| Mexico | 156 | 7,750,258 | 40,117,913 | \$ 693,301.75 | \$ 2,426,556.13 |

PRINTED PUBLICATIONS

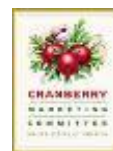
| No | Publication | Media Type | Issue/Date | Distribution | Circulation | Pass along | Total Readers | Cat | Advertising Cost (US\$) |
|-----|------------------------------|------------|---------------------------------|----------------------------------|-------------|------------|---------------|-----|-------------------------|
| 1. | Irresistibles Gelatinas | Magazine | January 2011 | Nationwide | 50,000 | 4.0 | 200,000 | 3 | \$ 2,347.82 |
| 2. | El Sol de México | Newspaper | January 5 th , 2011 | D.F. and Metropolitan Area | 60,500 | 2.2 | 133,100 | 3 | \$ 1,449.27 |
| 3. | El Sol de México | Newspaper | January 7 th , 2011 | D.F. and Metropolitan Area | 60,500 | 2.2 | 133,100 | 3 | \$ 1,449.27 |
| 4. | El Sol de Cuernavaca | Newspaper | January 7 th , 2011 | Cuernavaca and Metropolitan Area | 16,000 | 2.2 | 35,200 | 3 | \$ 573.83 |
| 5. | Publimetro | Newspaper | January 18 th , 2011 | Monterrey and Metropolitan Area | 80,000 | 1.9 | 152,000 | 2 | \$ 2,045.42 |
| 6. | Buenhogar | Magazine | January 2011 | Nationwide | 60,000 | 4.0 | 240,000 | 3 | \$ 2,395.65 |
| 7. | Women's Health | Magazine | January 2011 | Nationwide | 202,000 | 3.0 | 606,000 | 3 | \$ 7,269.65 |
| 8. | La Gran Enciclopedia del Pan | Magazine | January 2011 | Nationwide | 35,000 | 4.0 | 140,000 | 3 | \$ 7,845.21 |
| 9. | Pasión por la Cocina | Magazine | January 2011 | Nationwide | 40,000 | 2.2 | 88,000 | 4 | \$ 5,357.21 |
| 10. | Pasión por la Cocina | Magazine | January 2011 | Nationwide | | | | 1 | \$ 5,357.21 |
| 11. | Pasión por la Cocina | Magazine | January 2011 | Nationwide | | | | 1 | \$ 8,035.82 |
| 12. | El Sol de Cuernavaca | Newspaper | January 25 th , 2011 | Cuernavaca and Metropolitan Area | 16,000 | 2.2 | 35,200 | 3 | \$ 573.83 |
| 13. | El Sol de México | Newspaper | January 25 th , 2011 | D.F. and Metropolitan Area | 60,500 | 2.2 | 133,100 | 3 | \$ 1,449.27 |
| 14. | El Sol de Cuernavaca | Newspaper | January 26 th , 2011 | Cuernavaca and Metropolitan Area | 16,000 | 2.2 | 35,200 | 3 | \$ 573.83 |



| No | Publication | Media Type | Issue/Date | Distribution | Circulation | Pass along | Total Readers | Cat | Advertising Cost (US\$) |
|-----|--------------------------------------|------------|----------------------------------|---------------------------------------|-------------|------------|---------------|-----|-------------------------|
| 15. | El Sol de México | Newspaper | January 26 th , 2011 | D.F. and Metropolitan Area | 60,500 | 2.2 | 133,100 | 3 | \$ 1,449.27 |
| 16. | TV Notas | Magazine | January 18 th , 2011 | Nationwide | 782,000 | 10.0 | 7,820,000 | 1 | \$ 6,690.13 |
| 17. | Club de Corredores | Magazine | January 2011 | Nationwide | 45,000 | 2.7 | 121,500 | 1 | \$ 7,845.21 |
| 18. | TV Notas | Magazine | January 25 th , 2011 | Nationwide | 782,000 | 10.0 | 7,820,000 | 4 | \$ 12,180.23 |
| 19. | Maravillas de la Repostería Especial | Magazine | February 2011 | Nationwide | 16,000 | 3.0 | 48,000 | 4 | \$ 2,782.60 |
| 20. | La Enciclopedia del Pan | Magazine | February 2011 | Nationwide | 35,000 | 4.0 | 140,000 | 4 | \$ 7,845.21 |
| 21. | Jugos | Magazine | February 2011 | Nationwide | 35,000 | 3.8 | 133,000 | 4 | \$ 2,351.30 |
| 22. | Cocina con Alegría | Magazine | February 2011 | Nationwide | 50,000 | 2.2 | 110,000 | 4 | \$ 2,000.00 |
| 23. | Cocina con Alegría | Magazine | February 2011 | Nationwide | | | | 4 | \$ 4,000.00 |
| 24. | Sabor y Estilo | Magazine | February 2011 | Nationwide | 75,000 | 2.3 | 172,500 | 3 | \$ 1,226.08 |
| 25. | Chef en Casa | Magazine | February 2011 | Nationwide | 20,000 | 2.2 | 44,000 | 4 | \$ 2,347.82 |
| 26. | El Mexicano | Newspaper | February 25 th , 2011 | Baja California and Metropolitan Area | 46,500 | 2.2 | 102,300 | 1 | \$ 8,681.73 |
| 27. | Pasión por la Cocina | Magazine | February 2011 | Nationwide | 40,000 | 2.2 | 88,000 | 1 | \$ 8,665.73 |
| 28. | Pasión por la Cocina | Magazine | February 2011 | Nationwide | | | | 1 | \$ 5,357.21 |
| 29. | Pasión por la Cocina | Magazine | February 2011 | Nationwide | | | | 1 | \$ 5,357.21 |
| 30. | Cocina Estrella | Magazine | February 2011 | Nationwide | 75,000 | 2.4 | 180,000 | 4 | \$ 47,700.00 |
| 31. | Cocina Natural (Vive Natural) | Magazine | February 2011 | Nationwide | 40,000 | 2.7 | 108,000 | 1 | \$ 3,017.39 |
| 32. | Cocina Natural (Vive Natural) | Magazine | February 2011 | Nationwide | | | | 1 | \$ 4,826.08 |
| 33. | Cocina Natural (Vive Natural) | Magazine | February 2011 | Nationwide | | | | 1 | \$ 3,017.39 |
| 34. | Cocina Casera | Magazine | February 2011 | Nationwide | 17,000 | 2.5 | 42,500 | 4 | \$ 1,391.30 |



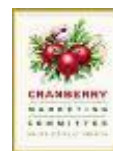
| No | Publication | Media Type | Issue/Date | Distribution | Circulation | Pass along | Total Readers | Cat | Advertising Cost (US\$) |
|-----|--|------------|------------|--------------|-------------|------------|---------------|-----|-------------------------|
| 35. | Cocina Fácil | Magazine | March 2011 | Nationwide | 94,333 | 6.0 | 565,998 | 3 | \$ 2,691.30 |
| 36. | Jugos Curativos | Magazine | March 2011 | Nationwide | 35,000 | 3.8 | 133,000 | 4 | \$ 3,922.60 |
| 37. | Jugos Curativos | Magazine | March 2011 | Nationwide | | | | 4 | \$ 3,922.60 |
| 38. | Jugos Curativos | Magazine | March 2011 | Nationwide | | | | 4 | \$ 3,922.60 |
| 39. | Fernanda | Magazine | March 2011 | Nationwide | 68,413 | 3.0 | 205,239 | 1 | \$ 7,064.00 |
| 40. | Fernanda | Magazine | March 2011 | Nationwide | | | | 1 | \$ 7,064.00 |
| 41. | Cosmopolita n | Magazine | March 2011 | Nationwide | 242,750 | 4.0 | 971,000 | 3 | \$ 7,437.68 |
| 42. | Soy Chef | Magazine | March 2011 | Nationwide | 30,000 | 3.0 | 90,000 | 1 | \$ 1,136.36 |
| 43. | Bebé Momentum | Magazine | March 2011 | Nationwide | 80,000 | 3.0 | 240,000 | 1 | \$ 7,105.45 |
| 44. | Toda la Cuaresma | Magazine | April 2011 | Nationwide | 24,000 | 2.2 | 55,000 | 1 | \$ 606.06 |
| 45. | Toda la Cuaresma | Magazine | April 2011 | Nationwide | | | | 1 | \$ 606.06 |
| 46. | Toda la Cuaresma | Magazine | April 2011 | Nationwide | | | | 1 | \$ 606.06 |
| 47. | Toda la Cuaresma | Magazine | April 2011 | Nationwide | | | | 1 | \$ 606.06 |
| 48. | Delicias con Pollo | Magazine | April 2011 | Nationwide | 17,000 | 4.0 | 68,000 | 4 | \$ 1,363.64 |
| 49. | Pasión por la Cocina | Magazine | April 2011 | Nationwide | 40,000 | 2.2 | 88,000 | 3 | \$ 5,600.73 |
| 50. | Pasión por la Cocina | Magazine | April 2011 | Nationwide | | | | 1 | \$ 9,059.64 |
| 51. | Irresistibles Gelatinas | Magazine | April 2011 | Nationwide | 50,000 | 4.0 | 200,000 | 4 | \$ 1,454.55 |
| 52. | Cocina Especial | Magazine | April 2011 | Nationwide | 40,500 | 3.2 | 129,600 | 1 | \$ 5,420.45 |
| 53. | Cocina Especial | Magazine | April 2011 | Nationwide | | | | 1 | \$ 4,818.18 |
| 54. | Cocina Fácil | Magazine | April 2011 | Nationwide | 94,333 | 6.0 | 565,998 | 3 | \$ 7,790.91 |
| 55. | Soy Chef | Magazine | April 2011 | Nationwide | 30,000 | 3.0 | 90,000 | 1 | \$ 2,651.52 |
| 56. | Soy Chef | Magazine | April 2011 | Nationwide | | | | 1 | \$ 2,272.73 |
| 57. | Soy Chef | Magazine | April 2011 | Nationwide | | | | 1 | \$ 2,272.73 |
| 58. | Maravillas de la Repostería Especial "Flanes Inolvidables" | Magazine | April 2011 | Nationwide | 17,500 | 3.0 | 52,500 | 4 | \$ 1,454.55 |



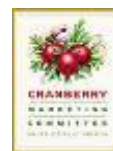
| No | Publication | Media Type | Issue/Date | Distribution | Circulation | Pass along | Total Readers | Cat | Advertising Cost (US\$) |
|-----|------------------------------------|------------|-------------------------------|---------------------------------------|-------------|------------|---------------|-----|-------------------------|
| 59. | Milenio Diario Suplemento Especial | Newspaper | April 7 th , 2011 | Monterrey and Metropolitan Area | 43,505 | 2.61 | 113,548 | 1 | \$ 1,363.63 |
| 60. | El Porvenir | Newspaper | April 10 th , 2011 | Monterrey and Metropolitan Area | 23,425 | 3.0 | 70,275 | 1 | \$ 1,272.73 |
| 61. | Fernanda Especial Cocina | Magazine | April 2011 | Nationwide | 68,413 | 3.0 | 205,239 | 4 | \$ 3,808.27 |
| 62. | Fernanda Especial Cocina | Magazine | April 2011 | Nationwide | | | | 4 | \$ 7,245.72 |
| 63. | Irresistibles Jugos Energéticos | Magazine | April 2011 | Nationwide | 17,500 | 4.0 | 70,000 | 1 | \$ 1,454.54 |
| 64. | Irresistibles Gelatinas | Magazine | April 2011 | Nationwide | 50,000 | 4.0 | 200,000 | 4 | \$ 1,454.54 |
| 65. | Cocina Vital | Magazine | April 2011 | Nationwide | 121,639 | 3.0 | 364,917 | 4 | \$ 726.59 |
| 66. | Cocina con Alegría | Magazine | April 2011 | Nationwide | 50,000 | 2.2 | 110,000 | 4 | \$ 4,181.81 |
| 67. | Maravillas de la Repostería | Magazine | May 2011 | Nationwide | 17,500 | 3.0 | 52,500 | 4 | \$ 2,272.72 |
| 68. | Hoy | Magazine | May 5 th , 2011 | Nationwide | 30,000 | 3.0 | 90,000 | 1 | \$ 1,454.54 |
| 69. | Estilo DF | Newspaper | May 5 th , 2011 | D.F and Metropolitan Area | 120,000 | 2.3 | 276,000 | 4 | \$ 788.87 |
| 70. | El Mexicano | Newspaper | May 25 th , 2011 | Baja California and Metropolitan Area | 46,500 | 2.2 | 102,300 | 1 | \$ 9,073.36 |
| 71. | Publimetro | Newspaper | May 10 th , 2011 | Monterrey and Metropolitan Area | 80,000 | 1.9 | 152,000 | 1 | \$ 4,490.90 |
| 72. | Estilo DF | Newspaper | May 15 th , 2011 | D.F and Metropolitan Area | 120,000 | 2.3 | 276,000 | 1 | \$ 3,634.09 |
| 73. | Dulce Variedad | Magaziine | May 2011 | Nationwide | 30,000 | 2.8 | 84,000 | 1 | \$ 4,100.90 |
| 74. | Dulce Variedad | Magaziine | May 2011 | Nationwide | | | | 1 | \$ 4,100.90 |
| 75. | Dulce Variedad | Magaziine | May 2011 | Nationwide | | | | 1 | \$ 4,100.90 |
| 76. | Cocina Fácil | Magazine | May 2011 | Nationwide | 94,333 | 6.0 | 565,998 | 4 | \$ 9,520.00 |
| 77. | La Gran Enciclopedia del Pan | Magazine | May 2011 | Nationwide | 35,000 | 4.0 | 140,000 | 4 | \$ 8,201.81 |



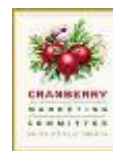
| No | Publication | Media Type | Issue/Date | Distribution | Circulation | Pass along | Total Readers | Cat | Advertising Cost (US\$) |
|-----|--|------------|-----------------------------|---------------------------------------|-------------|------------|---------------|-----|-------------------------|
| 78. | Maravillas de la Repostería Especial Postres | Magazine | May 2011 | Nationwide | 17,500 | 3.0 | 52,500 | 4 | \$ 1,454.54 |
| 79. | Pasión por la Cocina | Magazine | May 2011 | Nationwide | 40,000 | 2.2 | 88,000 | 1 | \$ 5,600.72 |
| 80. | Pasión por la Cocina | Magazine | May 2011 | Nationwide | | | | 1 | \$ 11,201.45 |
| 81. | La Voz de Michoacán Suplemento "Ser Sano" | Newspaper | May 24 th , 2011 | Michoacan and Metropolitan Area | 40,000 | 3.7 | 148,000 | 1 | \$ 759.09 |
| 82. | La Voz de Michoacán Suplemento "Ser Sano" | Newspaper | May 24 th , 2011 | Michoacan and Metropolitan Area | | | | 1 | \$ 3,036.36 |
| 83 | Publimetro | Newspaper | May 31 st , 2011 | Monterrey and Metropolitan Area | 80,000 | 1.9 | 152,000 | 1 | \$ 4,490.90 |
| 84. | TV Notas | Magazine | May 26 th , 2011 | Nationwide | 782,000 | 10.0 | 7,820,000 | 3 | \$ 3,857.00 |
| 85. | Nueva | Magazine | May 31 th , 2011 | Nationwide | 112,000 | 4.5 | 504,000 | 4 | \$ 6,314.31 |
| 86. | La Gran Enciclopedia de los Jugos | Magazine | June 2011 | Nationwide | 35,000 | 3.8 | 133,000 | 4 | \$ 2,090.90 |
| 87. | Diabetes Hoy | Magazine | June 2011 | Nationwide | 15,000 | 6.0 | 90,000 | 4 | \$ 2,875.00 |
| 88. | Balance | Magazine | June 2011 | Nationwide | 60,000 | 3.0 | 180,000 | 3 | \$ 903.40 |
| 89. | El Mexicano | Newspaper | June 16th 2011 | Baja California and Metropolitan Area | 46,500 | 2.2 | 102,300 | 1 | \$ 825.12 |
| 90. | Irresistibles Jugos | Magazine | June 2011 | Nationwide | 17,500 | 4.0 | 70,000 | 4 | \$ 818.18 |
| 91. | Irresistibles Jugos | Magazine | June 2011 | Nationwide | | | | 1 | \$ 818.18 |
| 92. | Irresistibles Jugos | Magazine | June 2011 | Nationwide | | | | 1 | \$ 818.18 |
| 93. | Kena Cocina | Magazine | June 2011 | Nationwide | 75,000 | 3.0 | 232,500 | 1 | \$ 10,036.36 |
| 94. | Kena Cocina | Magazine | June 2011 | Nationwide | | | | 1 | \$ 10,036.36 |
| 95. | Kena Cocina | Magazine | June 2011 | Nationwide | | | | 1 | \$ 10,036.36 |
| 96. | Maravillas de la Repostería | Magazine | June 2011 | Nationwide | 17,500 | 3.0 | 52,500 | 4 | \$ 2,272.72 |



| No | Publication | Media Type | Issue/Date | Distribution | Circulation | Pass along | Total Readers | Cat | Advertising Cost (US\$) |
|------|--|------------|------------------------------|-----------------------------------|-------------|------------|---------------|-----|-------------------------|
| 97. | Cocina Vital | Magazine | June 2011 | Nationwide | 121,639 | 3.0 | 364,917 | 4 | \$ 2,794.54 |
| 98. | Pasión por la Cocina | Magazine | June 2011 | Nationwide | 40,000 | 2.8 | 112,000 | 1 | \$ 5,600.72 |
| 99. | Pasión por la Cocina | Magazine | June 2011 | Nationwide | | | | 1 | \$ 5,600.72 |
| 100. | El Caudillo | Newspaper | June 13 th , 2011 | Cuernavaca and Metropolitan Area | 10,000 | 2.2 | 22,000 | 1 | \$ 318.18 |
| 101. | Kena Cocina | Magazine | July 2011 | Nationwide | 75,000 | 3.1 | 232,500 | 1 | \$ 10,036.36 |
| 102. | Kena Cocina | Magazine | July 2011 | Nationwide | | | | 1 | \$ 10,036.36 |
| 103. | Kena Cocina | Magazine | July 2011 | Nationwide | | | | 1 | \$ 10,036.36 |
| 104. | Kena Cocina | Magazine | July 2011 | Nationwide | | | | 1 | \$ 6,318.18 |
| 105. | Kena Cocina | Magazine | July 2011 | Nationwide | | | | 1 | \$ 10,036.36 |
| 106. | Kena Cocina | Magazine | July 2011 | Nationwide | | | | 1 | \$ 10,036.36 |
| 107. | Sabor y Estilo | Magazine | July 2011 | Nationwide | 75,000 | 2.3 | 172,500 | 1 | \$ 6,409.09 |
| 108. | Bebé Momentum | Magazine | July 2011 | Nationwide | 80,000 | 3.0 | 240,000 | 1 | \$ 2,664.45 |
| 109. | Cocina Vital Especial Jugos | Magazine | July 2011 | Nationwide | 121,639 | 3.0 | 364,917 | 4 | \$ 4,199.04 |
| 110. | Cocina con Alegría | Magazine | July 2011 | Nationwide | 50,000 | 2.2 | 110,000 | 4 | \$ 2,090.90 |
| 111. | Irresistibles Ensaladas Especial No.12 | Magazine | July 2011 | Nationwide | 17,000 | 3.5 | 59,500 | 4 | \$ 969.69 |
| 112. | Pasión por la Cocina | Magazine | July 2011 | Nationwide | 40,000 | 2.8 | 112,000 | 1 | \$ 3,458.90 |
| 113. | Pasión por la Cocina | Magazine | July 2011 | Nationwide | | | | 1 | \$ 9,056.63 |
| 114. | Pasión por la Cocina | Magazine | July 2011 | Nationwide | | | | 1 | \$ 9,059.63 |
| 115. | Pasión por la Cocina | Magazine | July 2011 | Nationwide | | | | 1 | \$ 5,600.72 |
| 116. | Soy Chef | Magazine | July 2011 | Nationwide | 30,000 | 3.0 | 90,000 | 1 | \$ 284.09 |
| 117. | Soy Chef | Magazine | July 2011 | Nationwide | | | | 1 | \$ 2,272.72 |
| 118. | Soy Chef | Magazine | July 2011 | Nationwide | | | | 1 | \$ 2,272.72 |
| 119. | El Informador | Newspaper | July 15 th , 2011 | Guadalajara and Metropolitan Area | 46,197 | 3.3 | 152,450 | 4 | \$ 2,272.72 |



| No | Publication | Media Type | Issue/Date | Distribution | Circulation | Pass along | Total Readers | Cat | Advertising Cost (US\$) |
|------|-----------------------------|------------|--------------------------------|---------------------------------------|-------------|------------|---------------|-----|-------------------------|
| 120. | El Caudillo de Morelos | Newspaper | July 29 th , 2011 | Cuernavaca and Metropolitan Area | 10,000 | 2.2 | 22,000 | 1 | \$ 318.18 |
| 121. | El Caudillo de Morelos | Newspaper | July 29 th , 2011 | Cuernavaca and Metropolitan Area | | | | 1 | \$ 1,272.72 |
| 122. | El Mexicano | Newspaper | August 4 th , 2011 | Baja California and Metropolitan Area | 46,500 | 2.2 | 102,300 | 1 | \$ 9,76.36 |
| 123. | Estilo DF | Newspaper | August 8 th , 2011 | D.F and Metropolitan Area | 120,000 | 2.3 | 276,000 | 1 | \$ 3,634.09 |
| 124. | El Sol de México | Newspaper | August 23 th , 2011 | D.F and Metropolitan Area | 60,500 | 2.2 | 133,100 | 3 | \$ 1,515.15 |
| 125. | El Sol de Cuernavaca | Newspaper | August 23 th , 2011 | Cuernavaca and Metropolitan Area | 16,000 | 2.2 | 35,200 | 3 | \$ 599.92 |
| 126. | El Sol de México | Newspaper | August 28 th , 2011 | D.F and Metropolitan Area | 60,500 | 2.2 | 133,100 | 3 | \$ 1,515.15 |
| 127. | Maravillas de la Repostería | Magazine | August 2011 | Nationwide | 27,000 | 3.0 | 81,000 | 3 | \$ 1,454.54 |
| 128. | Pasión por la Cocina | Magazine | August 2011 | Nationwide | 40,000 | 2.8 | 112,000 | 1 | \$ 5,600.72 |
| 129. | Pasión por la Cocina | Magazine | August 2011 | Nationwide | | | | 1 | \$ 3,458.90 |
| 130. | Pasión por la Cocina | Magazine | August 2011 | Nationwide | | | | 1 | \$ 5,600.72 |
| 131. | Pasión por la Cocina | Magazine | August 2011 | Nationwide | | | | 1 | \$ 5,600.72 |
| 132. | Fuera Kilos | Magazine | August 2011 | Nationwide | 50,000 | 2.3 | 115,000 | 1 | \$ 2,707.81 |
| 133. | Fuera Kilos | Magazine | August 2011 | Nationwide | | | | 1 | \$ 5,415.63 |
| 134. | Kena Cocina | Magazine | August 2011 | Nationwide | 75,000 | 3.1 | 232,500 | 3 | \$ 10,036.36 |
| 135. | Kena Cocina | Magazine | August 2011 | Nationwide | | | | 3 | \$ 10,036.36 |
| 136. | Kena Cocina | Magazine | August 2011 | Nationwide | | | | 3 | \$ 10,036.36 |
| 137. | El Caudillo | Newspaper | August 23 th , 2011 | Cuernavaca and Metropolitan Area | 10,000 | 2.2 | 22,000 | 1 | \$ 954.54 |
| 138. | Jugos Curativos | Magazine | August 2011 | Nationwide | 35,000 | 3.8 | 133,000 | 4 | \$ 4,100.90 |



| No | Publication | Media Type | Issue/Date | Distribution | Circulation | Pass along | Total Readers | Cat | Advertising Cost (US\$) |
|------|-----------------------------------|------------|-----------------------------------|---------------------------------------|-------------|------------|---------------|-----|-------------------------|
| 139. | Kena | Magazine | August 2011 | Nationwide | 80,000 | 4.6 | 368,000 | 4 | \$ 11,200.00 |
| 140. | Irresistibles Jugos | Magazine | August 2011 | Nationwide | 35,000 | 4.0 | 140,000 | 4 | \$ 1,090.90 |
| 141. | Maravillas de la Repostería | Magazine | August 2011 | Nationwide | 35,000 | 3.0 | 105,000 | 4 | \$ 1,818.18 |
| 142. | La Gran Enciclopedia de los Jugos | Magazine | August 2011 | Nationwide | 35,000 | 3.8 | 133,000 | 4 | \$ 2,090.90 |
| 143. | La Gran Enciclopedia de los Jugos | Magazine | August 2011 | Nationwide | | | | 4 | \$ 2,090.90 |
| 144. | Pasión por la Cocina | Magazine | September 2011 | Nationwide | | | | 1 | \$ 3,458.90 |
| 145. | Pasión por la Cocina | Magazine | September 2011 | Nationwide | 40,000 | 2.8 | 112,000 | 1 | \$ 5,600.72 |
| 146. | Pasión por la Cocina | Magazine | September 2011 | Nationwide | | | | 4 | \$ 9,059.63 |
| 147. | Jugos Curativos | Magazine | September 2011 | Nationwide | | | | 4 | \$ 4,100.90 |
| 148. | Jugos Curativos | Magazine | September 2011 | Nationwide | 35,000 | 3.8 | 133,000 | 4 | \$ 4,100.90 |
| 149. | Jugos Curativos | Magazine | September 2011 | Nationwide | | | | 4 | \$ 4,100.90 |
| 150. | Cocina Práctica | Magazine | September 2011 | Nationwide | | | | 4 | \$ 2,458.18 |
| 151. | Cocina Práctica | Magazine | September 2011 | Nationwide | 40,000 | 3.8 | 152,000 | 4 | \$ 4,100.90 |
| 152. | Cocina Práctica | Magazine | September 2011 | Nationwide | | | | 4 | \$ 2,458.18 |
| 153. | Cocina con Alegría | Magazine | September 2011 | Nationwide | 50,000 | 2.2 | 110,000 | 1 | \$ 2,363.63 |
| 154. | Cocina Vital | Magazine | September 2011 | Nationwide | 121,639 | 3.0 | 364,917 | 4 | \$ 2,794.54 |
| 155. | El Caudillo | Magazine | September 29 th , 2011 | Cuernavaca and Metropolitan Area | 10,000 | 2.2 | 22,000 | 1 | \$ 1,272.72 |
| 156. | El Mexicano | Newspaper | September 29 th , 2011 | Baja California and Metropolitan Area | 46,500 | 2.2 | 102,300 | 1 | \$ 9,076.36 |



INTERNET PUBLICATIONS

During this month, we registered three internet publications from the electronic media. The Equivalent Space Value for 2011 is \$12,973.52. The Total Visitors number is 291,651. The following chart shows this year's internet publications results during 2011.

TOTAL INTERNET EXPOSURE MÉXICO 2011

| Pick-ups | Visitors | Equivalent Space Value (US\$) |
|----------|----------|-------------------------------|
| 16 | 263,495 | \$ 15,246.23 |

| No | Publication | Issue/Date | Distribution | Visitors | Cat | Equivalent Space Value (US\$) |
|----|---|----------------------------------|--------------|----------|-----|-------------------------------|
| 1 | http://www.mujienerarmonia.com.mx/cocina-nutricion/gourmet/pollo-en-curry-verde-con-arandanos.html | January 2011 | Nationwide | 7,350 | 1 | \$ 869.56 |
| 2 | http://www.ganarsalud.com/news2/news.php?newsid=827 | January 2011 | Nationwide | 3,800 | 1 | \$ 1,304.34 |
| 3 | http://www.restaurantesdemexico.com.mx/600/Reportaje_Arandanos.html# | February 17 th , 2011 | Nationwide | 25,000 | 1 | \$ 782.60 |
| 4 | http://www.mujienerarmonia.com.mx/cocina-nutricion/rapida-facil/martini-de-arandano.html | February 20 th , 2011 | Nationwide | 10,879 | 1 | \$ 869.56 |
| 5 | http://www.mujienerarmonia.com.mx/cocina-nutricion/postres/scones-de-chocolate-y-arandano.html | February 2011 | Nationwide | 9,568 | 1 | \$ 869.56 |
| 6 | http://www.mujienerarmonia.com.mx/cocina-nutricion/postres/flan-de-arandanos.html | February 2011 | Nationwide | 8,649 | 1 | \$ 869.56 |
| 7 | http://www.elporvenir.com.mx/notas.asp?nota_id=485447 | April 10 th , 2011 | Nationwide | 21,400 | 1 | \$ 1,136.36 |
| 8 | http://www.bebemomentum.com/?page=cocktail-cremoso-de-arandanos | Abril 2011 | Nationwide | 836 | 1 | \$ 818.18 |
| 9 | http://www.el-mexicano.com.mx/edicionimpresa.aspx?ed=tijuana | May 9 th , 2011 | Nationwide | 30,300 | 1 | \$ 1,181.81 |
| 10 | http://www.el-mexicano.com.mx/edicionimpresa.aspx?ed=tijuana | June 16 th , 2011 | Nationwide | 28,354 | 1 | 1,181.81 |
| 11 | http://www.informador.com.mx/suplementos/2011/307123/6/arandano-fruto-rico-en-propiedades.htm | July 15 th , 2011 | Nationwide | 44,542 | 1 | \$ 1,090.90 |
| 12 | http://www.bebemomentum.com/?s=rece-tas-pag | July 2011 | Nationwide | 973 | 1 | \$ 818.18 |



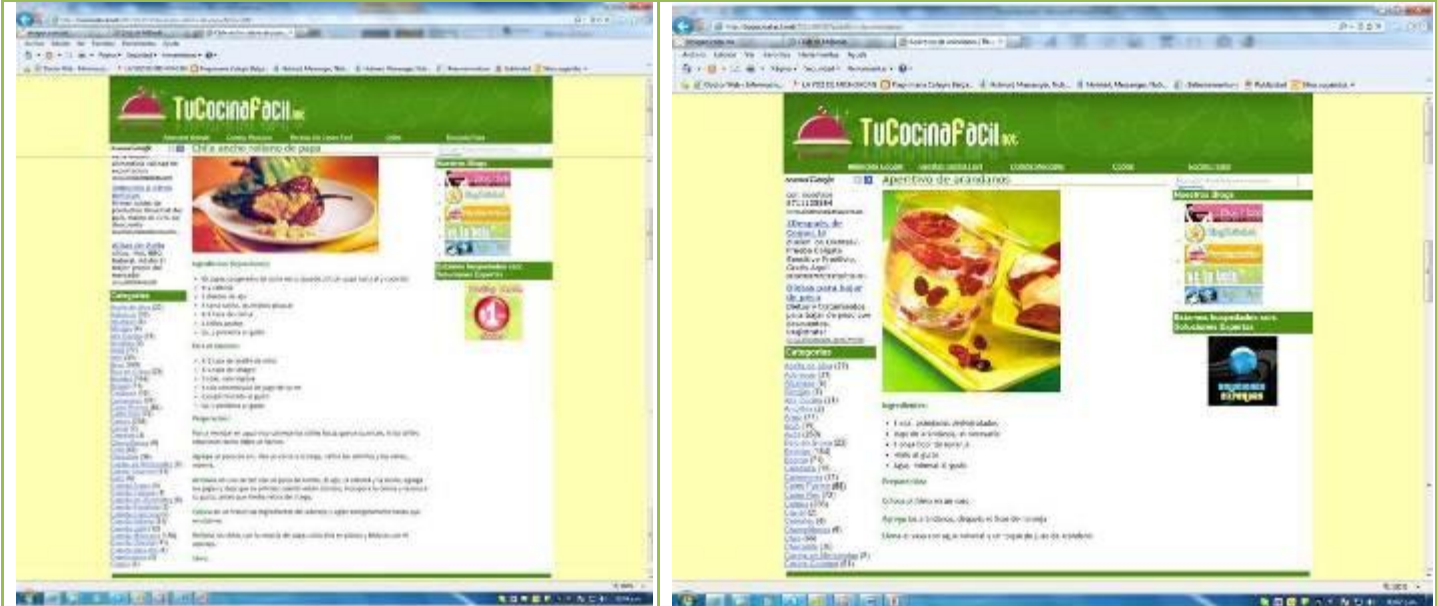
| | | | | | | |
|----|---|----------------------|------------|--------|---|-------------|
| 13 | http://www.el-mexicano.com.mx/edicionimpresa.aspx?ed=tijuana | August 4th, 2011 | Nationwide | 28,000 | 1 | \$ 1,181.10 |
| 14 | http://tucocinafacil.net/2011/09/21/chile-ancho-relleno-de-papa/#more-9993 | September 13th, 2011 | Nationwide | 8,922 | 1 | \$ 545.45 |
| 15 | http://tucocinafacil.net/2011/09/20/aperitivo-de-arandanos/ | September 20th, 2011 | Nationwide | 8,922 | 1 | \$ 545.45 |
| 16 | http://www.el-mexicano.com.mx/informacion/noticias/1/34/sociales.aspx | September 29th, 2011 | Nationwide | 26,000 | 1 | \$ 1,181.81 |

ELMEXICANO WEBSITE
AUGUST 4th, 2011





**TU COCINA FACIL WEBSITE
SEPTEMBER, 2011**



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 | 96 | \$ 388,509.73 | \$ 388,509.73 |
| 2 | 1 | \$ 2,045.42 | \$ 1,022.71 |
| 3 | 25 | \$ 92,077.84 | \$ 30,692.61 |
| 4 | 50 | \$ 225,914.99 | \$ 56,478.75 |
| 5 | 0 | 0 | 0 |
| Total | 172 | \$ 708,547.98 | \$ 476,703.80 |



PRESS RELEASE

During September, the article "The Cranberry and Blood Circulation" was sent to media contacts. The recipe "Cranberry Milk Shake" was included with the press release.



El arándano y la circulación sanguínea

Lic. Cecilia García Schuster, nutricionista



Como parte de las estrategias para prevenir los defectos cardiovasculares y sus posibles complicaciones, los infartos, embolias y trombosis es importante poner énfasis en el consumo de nuestra dieta y en otros componentes del estilo de vida saludable como el ejercicio, el tabaquismo y el manejo del estrés. Es muy importante mantener la presión de las arterias y controlar el peso o la hipertensión y en sus momentos o situaciones de dislipidemia (bajo colesterol) más del 40% de los adultos mexicanos padecen de hipertensión arterial, y así tenemos de una situación silenciosa y asintomática, de la que hay identificación y por lo tanto en su control.

De manera muy importante, en la calidad de la dieta podemos tener influencia; si aprendemos a elegir alimentos de baja densidad energética y alto aporte nutricional, que al mismo tiempo sean ricos y apetecibles, y a combinarlos correctamente, habremos dado un paso importante hacia la salud.

El arándano, en todas sus presentaciones, es una fruta de moderado aporte energético que se puede insertar en todo tipo de dietas, incluso las de reducción de peso, y que es muy concentrada en nutrientes. Es una excelente fuente de vitamina A, potasio, fibra e hidratos de carbono naturales, además de un muy concentrado medio de antioxidantes naturales, entre los que destacan las antocianinas, los polifenoles, la queratina y el resveratrol.

Una de las estrategias que hoy se recomiendan para controlar la hipertensión arterial, que es factor de riesgo de muchas enfermedades cardíacas y cerebrales vasculares, es el balance de electrolitos en el cuerpo. Los arándanos y otros alimentos ricos en potasio ayudan en este sentido, así como, un muy buen paso hacia la salud del cuerpo es el control de la hipertensión.

Una dieta rica en alimentos concentrados en antioxidantes y a la vez altos en potasio, como el arándano, es la forma de ayudar al cuerpo a protegerse de los riesgos cardiovasculares, minimizando al mismo tiempo la hipertensión y ayudando a controlar la inflamación arterial y la formación de cicatrices, asociadas a la oxidación.





Malteada de Arándano

Ingredientes

- ½ litro helado de vainilla
- 1 taza Arándanos
- Deshidratados de Estados Unidos
- ½ taza leche
- ¼ taza leche condensada

Preparación

Licúe los arándanos con la leche y la leche condensada hasta que se trituren por completo, añada el helado y licúe por un minuto sólo para que todos los ingredientes se incorporen. Sirva y disfrute de inmediato.

Tiempo de preparación: 10 minutos
Dificultad: Fácil
Rinde: 2 porciones



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PR MASSIVE MEDIA AIRINGS

During August, the Cranberry Marketing Committee appeared in two very popular media shows. The following chart shows detailed information about these accumulated media airings:

| COUNTRY | AIRINGS | EQUIVALENT SPACE VALUE | TOTAL AUDIENCE |
|---------|---------|------------------------|----------------|
| Mexico | 39 | \$ 426,758.80 | 112,767,300 |

| 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 03 rd , 2011 | 7' 40" | 350,000 | Chef Mariana Coria | Mexico City & Metropolitan Area per Cable Nationwide | Developed the recipe "Chicken Breasts with Cranberry" and mentioned that cranberries are a great source of antioxidants and help all types of urinary tract infections. | \$ 4,094.86 |
| 2 | Las Mañanas del Once | Canal 11 XCIPN | February 2nd, 2011 | 8' 42" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | Developed the recipe "Salad of pumpkin with Peanut & cranberry". | \$5,549.45 |
| 3 | Las Mañanas del Once | Canal 11 XCIPN | February 7th, 2011 | 4' 26" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | Developed the recipe "French bread with raspberry and cranberry". | \$2,807.68 |
| 4 | Las Mañanas del Once | Canal 11 XCIPN | February 9th, 2011 | 8' 21" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | Developed the recipe "Vietnamese rolls and cranberry fruit". | \$5,411.05 |
| 5 | Las Mañanas del Once | Canal 11 XCIPN | February 9th, 2011 | 6' 15" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | Developed the recipe "Tuna Sandwich with cucumbers and cranberries". | \$4,053.34 |
| 6 | Las Mañanas del Once | Canal 11 XCIPN | February 14th, 2011 | 6' 53" | 6,613,580 | Chef Thelma Morgan | Mexico City & Metropolitan Area | Developed the recipe "Cranberry iced tea". | \$4,303.79 |
| 7 | Las Mañanas del Once | Canal 11 XCIPN | March 9th, 2011 | 8' 40" | 6,613,580 | Chef Thelma Morgan | Mexico City & Metropolitan Area | Developed the recipe "Fish with cranberries". | \$5,536.27 |

Cranberry Marketing Committee
Activity Report September 2011



| No. | Show | Media Type | Issue/Date | Time | Audience | Interviewee | Coverage | Theme | Advertising Cost (US\$) |
|-----|----------------------|-----------------------------|------------------|--------|-----------|--------------------|---------------------------------|---|-------------------------|
| 8 | Las Mañanas del Once | Canal 11 XCIPN | March 10th, 2011 | 3'05" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | A "cranberry coconut smoothie" recipe was developed. | \$2,010.19 |
| 9 | Te lo pongo fácil | XEABC 760AM Radio | April 3, 2011 | 10'32" | 19,632 | Gloria Zabalgoitia | Mexico City & Metropolitan Area | Cranberries are an antioxidant fruit, to prevent urinary tract diseases and respiratory diseases. Developed a "cranberry scone" recipe. | \$897.43 |
| 10 | Revista W | XEWA 540AM Televisa Radio | April 6th, 2011 | 16'00" | 387,960 | Patricia Rodríguez | Nuevo León & Metropolitan Area | The nutritionist mentioned that cranberry may help in preventing diseases like cancer. Also mentioned the cooking workshop that will be held soon in Monterrey. | \$1,562.24 |
| 11 | Revista W | XEWA 540AM Televisa Radio | April 13th, 2011 | 15'00" | 387,960 | Patricia Rodríguez | Nuevo León & Metropolitan Area | She recommended eating dried cranberries, because it is the fruit that has more antioxidants. It helps to avoid urinary tract infections. Invitation to cooking workshop with cranberries | \$1,464.60 |
| 12 | Ellas son Mujeres | Mujer 1310 AM Radio Alegría | April 27th, 2011 | 7'40" | 350,000 | Patricia Rodríguez | Monterrey & Metropolitan Area | Invited to cooking workshop with cranberries. | \$3,363.60 |
| 13 | Revista W | XEWA 540AM Televisa Radio | May 27th, 2011 | 20'00" | 387,960 | Patricia Rodríguez | Nuevo León & Metropolitan Area | She mentioned nutrition benefits of cranberries for kids and diabetic people. She also mentioned the cooking workshop that will be held soon in Monterrey. | \$1,952.80 |
| 14 | Las Mañanas del Once | Canal 11 XCIPN | April 28th, 2011 | 7'50" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | Developed a "salad with cranberries and Jicama" recipe. | \$5,167.80 |
| 15 | Ellas son Mujeres | Mujer 1310 AM Radio Alegría | May 3, 2011 | 13'30" | 350,000 | Patricia Rodríguez | Monterrey & Metropolitan Area | She mentioned benefits of cranberries and an invitation to cooking workshop. | \$6,045.38 |
| 16 | Ellas son Mujeres | Mujer 1310 AM Radio Alegría | May 11th, 2011 | 5'30" | 350,000 | Patricia Rodríguez | Monterrey & Metropolitan Area | During the interview the nutritionist mentioned that all people should include cranberries in their diet for nutritional benefits. | \$2,409.06 |
| 17 | Ellas son Mujeres | Mujer 1310 AM Radio Alegría | May 13th, 2011 | 5'15" | 350,000 | Patricia Rodríguez | Monterrey & Metropolitan Area | During the interview the nutritionist mentioned that all people should include cranberries in their diet for nutritional benefits. | \$2,340.88 |
| 18 | Ellas son Mujeres | Mujer 1310 AM Radio Alegría | May 17th, 2011 | 4'30" | 350,000 | Patricia Rodríguez | Monterrey & Metropolitan Area | During the interview the nutritionist mentioned that cranberries are a fruit with health benefits for everybody. | \$1,954.52 |

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| No. | Show | Media Type | Issue/Date | Time | Audience | Interviewee | Coverage | Theme | Advertising Cost (US\$) |
|-----|----------------------|---------------------------------------|-----------------|--------|-----------|--------------------|---|--|-------------------------|
| 19 | Revista W | XEWA 540AM Televisa Radio | May 18th, 2011 | 4'00" | 387,960 | Patricia Rodriguez | Nuevo Leon & Metropolitan Area | The nutritionist mentioned foods and beverages that are anti-aging products, such as cranberries. These fruits are rich in antioxidants. She mentioned an invitation to culinary workshop of cranberries. | \$1,171.68 |
| 20 | Noticias Diane Pérez | Radio Trece 1290AM XEDA | May 18th, 2011 | 8'26" | 87,302 | Cecilia García | Mexico City & Metropolitan Area | She talked about antioxidants that are found in red fruits like cranberries. | \$5,857.08 |
| 21 | Las Mañanas del Once | Canal 11 XCIPN | May 25th, 2011 | 5'50" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | Developed a "Pineapple and Cranberry Jelly" recipe. | \$3,789.72 |
| 22 | Revista W | XEWA 540AM Televisa Radio | May 25th, 2011 | 12'00" | 387,960 | Patricia Rodriguez | Nuevo Leon & Metropolitan Area | The nutritionist mentioned that the cranberry is a food rich in antioxidants, which helps reduce aging. She mentioned an invitation to the cranberries culinary workshop. | \$1,171.68 |
| 23 | Salud y Vida | Canal 28 Calbe 35 TV Nuevo Leon | May 31th, 2011 | 10'00" | 558,854 | Patricia Rodriguez | Nuevo Leon & Metropolitan Area Per Cable NatioWide | The nutritionist mentioned that the cranberry has anti-adhesion properties which may help prevent diseases such as gastritis and urinary tract infections. They also have antioxidants that reduce aging and anticancer properties, also an invitation to the cranberries culinary workshop. | \$4,703.50 |
| 24 | Las Mañanas del Once | Canal 11 XCIPN TV | June 01st, 2011 | 8'45" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | The nutritionist developed the recipe "Pumpkin salad with fennel, peanuts and cranberries" | \$5,822.39 |
| 25 | Revista W | XEWA 540AM Televisa Radio | June 01st, 2011 | 11'30" | 387,960 | Patricia Rodriguez | Nuevo Leon & Metropolitan Area | The nutritionist mentioned that Cranberry juice is high in antioxidants and helps in preventing urinary tract infections. She mentioned an invitation to culinary workshop in Monterrey. | \$1,103.33 |
| 26 | Noticias Diane Perez | Radio Trece 1290AM XEDA | June 2nd, 2011 | 8'08" | 87,302 | Cecilia Garcia | Mexico City & Metropolitan Area | Dehydrated cranberries contain properties that serve to protect and prevent digestive and urinary tract infections. | \$5,729.45 |

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|-----|----------------------|--------------------------------------|----------------|--------|-----------|--------------------|---|--|-------------------------|
| 27 | Las Mañanas del Once | Canal 11 XCIPN | June 2, 2011 | 8' 21" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | Developed the recipe "Rolls of Vietnamese fruit and cranberries" | \$5,657.02 |
| 28 | Las Mañanas del Once | Canal 11 XCIPN | June 2, 2011 | 6' 52" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | Developed the recipe "Cranberry Ice Tea". The chef mentioned that this fruit serves to help people relax and to sleep deeply. | \$4,492.54 |
| 29 | Las Mañanas del Once | Canal 11 XCIPN | June 2, 2011 | 6' 15" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | Developed the recipe "Sandwich of tuna with cucumbers and cranberries". | \$4,237.60 |
| 30 | Noticias Diane Perez | Radio Trece 1290AM XEDA | June 13th 2011 | 8' 45" | 87,302 | Cecilia Garcia | Mexico City & Metropolitan Area | Children must have a balanced diet including dried fruits such as cranberries, as an alternative to fresh fruit. | \$5,991.81 |
| 31 | Las Mañanas del Once | Canal 11 XCIPN | June 14th 2011 | 8' 40" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | Developed the recipe "Fish with cranberries". | \$5,787.94 |
| 32 | HOY | Canal 2 Televisa XEW-TV | June 14th 2011 | 4' 30" | 403,640 | Chef Omar Sandoval | Nationwide | Developed the recipe "Rice Salad with Chicken and Cranberry". The chef mentioned that cranberries give the recipe a special sweet flavor. | \$129,820.91 |
| 33 | Te Levanta | 134 de Sky (channel 34, TVMexiquens) | July 12th 2011 | 7'10" | 350,000 | Chef Mariana Coria | Mexico City & Metropolitan Area, per Cable Nationwide | The chef mentioned that cranberries have anti-adhesion properties, which help prevent urinary tract diseases. Developed the "Pasta with cranberries" recipe. | \$4,107.42 |
| 34 | Noticias Diane Perez | Radio Trece 1290AM XEDA | July 25th 2011 | 9' 20" | 87,302 | Cecilia Figueroa | Mexico City & Metropolitan Area | Because they contain antioxidants, it is recommended that cranberries be included in the diet of older people. The recommended intake is 2 glasses of juice daily and 30g, or 2 tablespoons, of dried cranberries. | \$6,523.63 |

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| No. | Show | Media Type | Issue/Date | Time | Audience | Interviewee | Coverage | Theme | Advertising Cost (US\$) |
|-----|----------------------|--|----------------------|---------|-----------|--------------------|---|---|-------------------------|
| 35 | Noticias Diane Perez | Radio Trece 1290AM XEDA | July 26th 2011 | 9 ' 13" | 87,302 | Cecilia Figueroa | Mexico City & Metropolitan Area | Dried fruits are non-perishable food, so you can carry them with you when you travel. It is an ideal food to accompany our travels. | \$6,473.99 |
| 36 | Te Levanta | 134 de Sky (channel 34, TVMexiquense) | August12th 2011 | 10'10" | 350,000 | Chef Mariana Coria | Mexico City & Metropolitan Area, per Cable Nationwide | Development of the recipe "strudel with goat cheese and cranberries" The chef mentioned that there are different presentations of cranberry, such as in juice, jelly and dehydrated cranberries. Cranberries contain many antioxidants and release agents to prevent urinary tract infections | \$5,842.95 |
| 37 | Las Mañanas del Once | Canal 11 XCIPN | August12th 2011 | 4 ' 33" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | Development of the recipe "Granite cranberry". | \$2,983.54 |
| 38 | Las Mañanas del Once | Canal 11 XCIPN | September 22th, 2011 | 3 ' 05" | 6,613,579 | Chef Thelma Morgan | Mexico City & Metropolitan Area | Development of recipe the "Coconut with cranberry Mmilk shake". | \$2,101.57 |
| 39 | HOY | Canal 2 Televisa XEW-TV | September 26th 2011 | 5 ' 05" | 403,640 | Chef Omar Sandoval | Nationwide | Development of the recipe "Rice with pineapple and cranberry". The Chef mentioned that cranberry is an excellent source of antioxidants. | \$152,464.10 |

OTHER ACTIVITIES

FOOD SERVICE SEMINAR IN QUERETARO

On September 28th, the “Healthy touch of cranberry” food service seminar was held in Queretaro. The event was attended by 30 restaurant owners and chefs. During the theoretical section of the seminar, CMC’s food engineer talked about the cranberry’s history, production process, products, etc. He also showed new products developed with cranberries during recent years and images of new recipes in restaurant chains.

In the demonstration workshop, Chef Giuseppe de Pasquale cooked 5 recipes featuring cranberries. At the end of each recipe all participants tasted the dishes prepared. Participants also received printed material, technical information and cranberry samples.





NEW CRANBERRY PRODUCTS

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

Fruitables Healthy dog treats/Pumpkin cranberry flavor





During August, Burger King Restaurants chain included a recipe with cranberries in their menu.

“Salad with peach, walnut and cranberry”.

