

Date: February 1, 2010

Subject: Jan. '10 Program Update



Health Magazine: Wild Blueberries were named one of the Top Ten Healthiest Superfoods for Women in the latest issue of *Health Magazine*. The January/February 2010 issue of *Health Magazine* arrived on newsstands in late December with **Wild Blueberries** listed as second behind Wild Salmon in terms of what's healthiest. A respected panel of experts selected Wild Blueberries for their anti-aging properties and high antioxidant content. This news served as the launch of marketing initiatives designed to advance the consumer frozen retail strategy. Efforts to capitalize on this have already begun. With advance notice of the editorial, WBANA placed an ad in the January/February issue of *Health* with placement right after the article. Copy was updated to draw a closer tie to the editorial content. Visit wildblueberries.com to link to the full *Health* article, watch the CBS News story, and see the new frozen Wild Blueberries landing page and "store locator" feature. Additionally, a press release about the *Health* ranking and frozen retail fruit story was issued, generating immediate media interest. To read the release visit http://www.wildblueberries.com/news/news_2010-01-27.php

Social Networking: Wild Blueberries are now on Facebook and Twitter. With more than 350 million users, Facebook has taken off for both individual and business use. People are using Facebook to connect with friends and follow businesses and organizations of interest. With 300 fans and counting, efforts will be made to grow the Wild Blueberry fan base on Facebook throughout the year. To join the Wild Blueberry Fan Page, first sign-up for Facebook at www.facebook.com and then become a Wild Blueberry fan at www.facebook.com/wildblueberries.

Twitter is also active. A different social networking and microblogging service, Twitter is designed to allow its users to "tweet" or share quick and frequent messages with friends, family and co-workers. The estimated user base of 6 million is growing rapidly. To follow Wild Blueberries on Twitter go to <http://twitter.com/WildBBerries4U>. First sign up for Twitter. Once signed up, please contact your colleagues, friends and family to encourage them to get the latest Wild Blueberry news through both Facebook and Twitter. The Wild Blueberry Facebook Fan Page and Twitter feed will be updated multiple times weekly to provide information about Wild Blueberries as well as relevant health, wellness and culinary stories.

A new Blog will be up and running in early February.

Real Age/On-line Promotion: Building on last year's successful promotion with Realage.com, Wild Blueberries will sponsor the Real Age Tip-of-The Day and targeted email messages in February and March. An opt-in email from Realage.com, a site founded by the YOU doctors Oz and Roizen, the Tip-of-The-Day reaches 6.5 million opt-in members. The targeted emails will reach 500,000 opt-in recipients. This media buy is intended to drive traffic to wildblueberries.com and generate increased brand awareness for the frozen fruit story via the *Health Magazine* news. An additional media buy with one or more on-line media properties is being finalized.