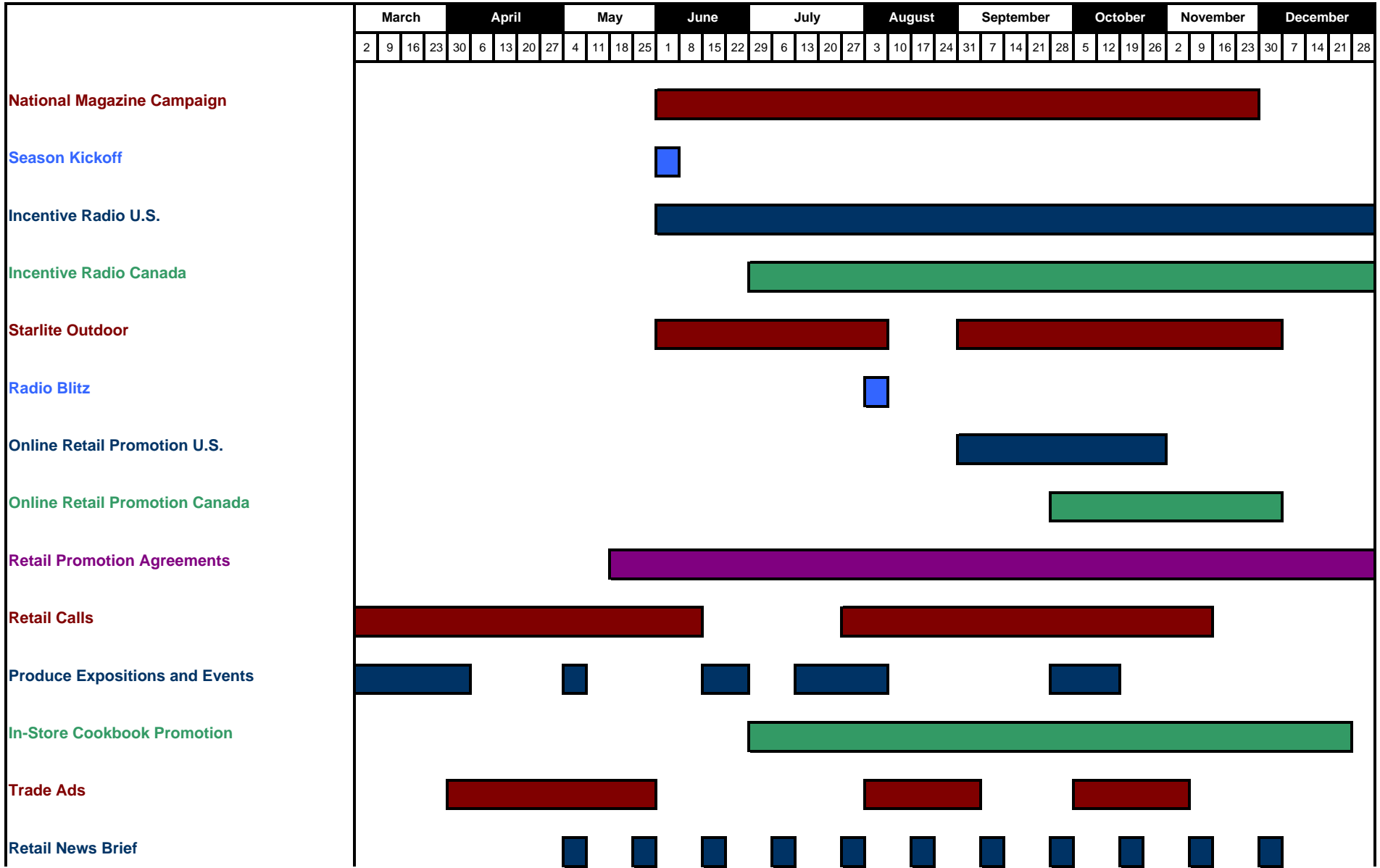


California Table Grape Commission 2009 Domestic Marketing Promotion Calendar



National Magazine Campaign

Placement in consumer magazines June through November.

Season Kickoff

Announce the beginning of the California grape season with a harvest announcement on television featuring Bob Greene.

Incentive Radio U.S.

Traffic radio tags offered to retailers on promotion for incremental front page and multiple variety ads.

Incentive Radio Canada

Traffic radio tags offered to retailers on promotion for incremental front page and multiple variety ads.

Starlite Outdoor

Small billboards located in grocery store parking lots in key markets, offered to retailers for additional ads to stock only grapes from California during promotion time.

Radio Blitz

More than 400 radio stations will participate in a listener giveaway of a "Grapes from California Prize Pack."

Online Retail Promotion U.S.

Retailer-tagged ads that appear on Yahoo! and MSN will send consumers to commission consumer-focused micro-site, offered to retailers for additional ads to stock only grapes from California during promotion time. There will be a drawing for a Best Life makeover with Bob Greene.

Online Retail Promotion Canada

Retailer-tagged ads that appear on Yahoo! and MSN will send consumers to commission consumer-focused micro-site, offered to retailers for additional ads to stock only grapes from California during promotion time. There will be a drawing for a grand prize trip to Disneyland.

Retail Promotion Agreements

Volume based promotions are targeted for the top 65 retailers in the U.S. and Canada.

Retail Calls

Two rounds of retail calls will be conducted by domestic marketing staff to the top 65 retailers.

Produce Expositions and Events

Southeast Produce Council Exposition March 7; PMA Produce Solutions March 19-21; Fresh Produce and Floral Council Exposition April 1; New England Produce Council Exposition April 1; Produce for Better Health Board Meeting April 2-4; Canadian Produce Marketing Exposition May 6-8; International Corporate Chefs Assoc. June 20-24; Fresh Produce and Floral Council Exposition July 14; Produce Marketing Foodservice July 24-26; National Association of Catering Executives July 26-29; Produce Marketing Association Fresh Summit October 2-5 and International Food Editorial Council October 12-15.

In-Store Cookbook Promotion

Bob Greene's "Best Life Diet Cookbook" will be offered at retail as a consumer promotion item with proof of purchase of multiple pounds of California grapes.

Trade Ads

Trade ads will be placed in *The Packer*.

Retail News Brief

Electronic news briefs will be sent to retailers every three weeks with information designed to increase demand.

Holidays

Memorial Day	Monday, May 25
Independence Day	Saturday, July 4
Labor Day	Monday, September 7
Thanksgiving	Thursday, November 26
Christmas	Friday, December 25