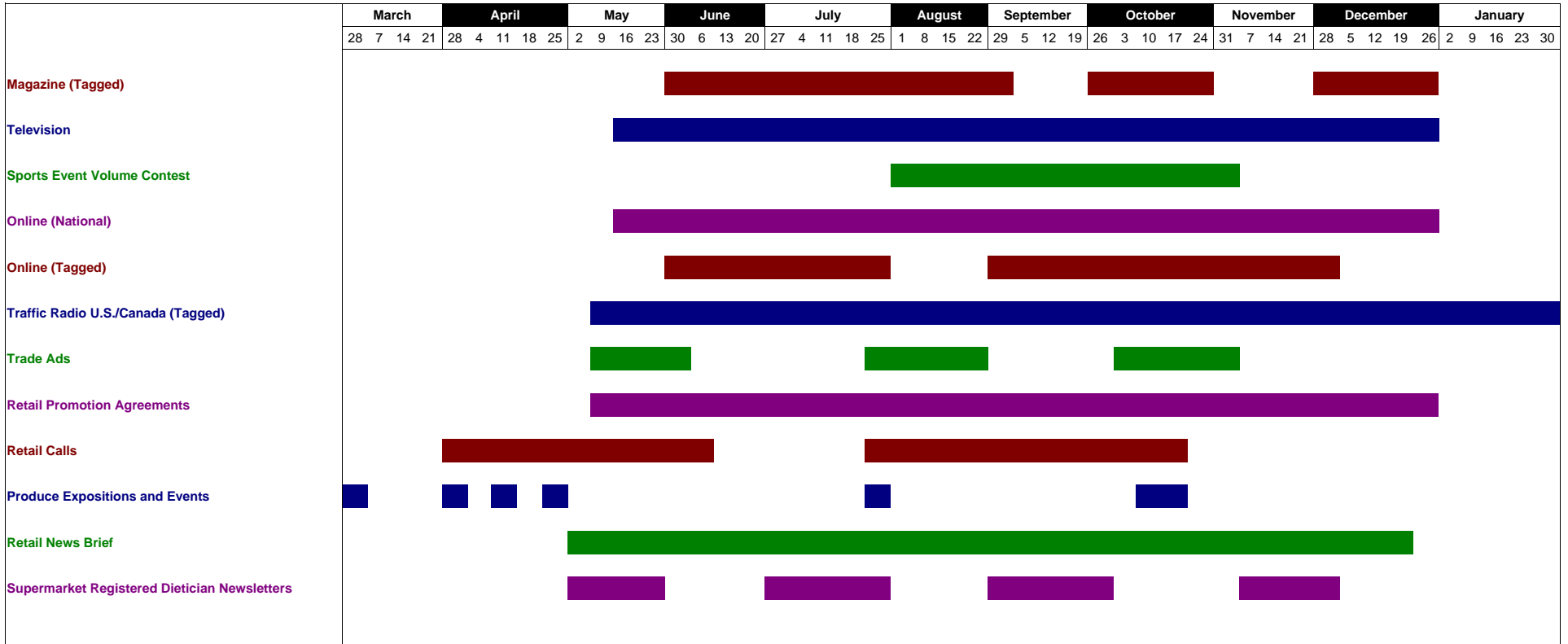


California Table Grape Commission 2011 Domestic Marketing Promotion Calendar



Holidays

Memorial Day
 Independence Day
 Labor Day
 Thanksgiving
 Christmas

Monday, May 30
 Monday, July 4
 Monday, September 5
 Thursday, November 24
 Sunday, December 25

Magazine (Tagged)

Ad placement in Food Network Magazine issues for June, July/August, October and December. Magazine ads are tagged with retailer logos in exchange for additional promotion activity.

Television

Commercials on Food Network May through December.

Sports Event Volume Contest

Individual retailer volume sales contests will be held for a four week time period during August through October. Contests will be offered to retailers in the U.S. and Canada and will include sports venues across both countries.

Online (National)

Online promotion on Food Network website—Why We Love Grapes promotion.

Online (Tagged)

Retail tagged banner ads on Food Network websites, in exchange for additional promotion activity.

Traffic Radio U.S./Canada (Tagged)

Traffic radio tags available season-long. Each spot includes retail mention in exchange for front page, multiple variety or major feature ad.

Trade Ads

Trade ads will be placed in *The Packer* issues in May, August and October.

Retail Promotion Agreements

Volume based promotions are targeted for the top 70 retailers in the U.S. and Canada.

Retail Calls

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

Produce Expositions and Events

Southeast Produce Council Exposition March 3-5; Fresh Produce and Floral Council Exposition March 30; Canadian Produce Marketing Exposition April 13-15; New England Produce Council Exposition April 27; Fresh Produce and Floral Council Exposition July 19; Produce Marketing Association Fresh Summit October 14-17.

Retail News Brief

Electronic news briefs will be sent to retailers every three weeks.

Supermarket Registered Dietician Newsletters

Electronic newsletters will be sent out every quarter.