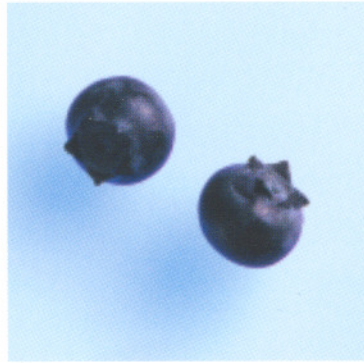


Blueberry ads  
reach over  
40 million  
consumers  
annually.



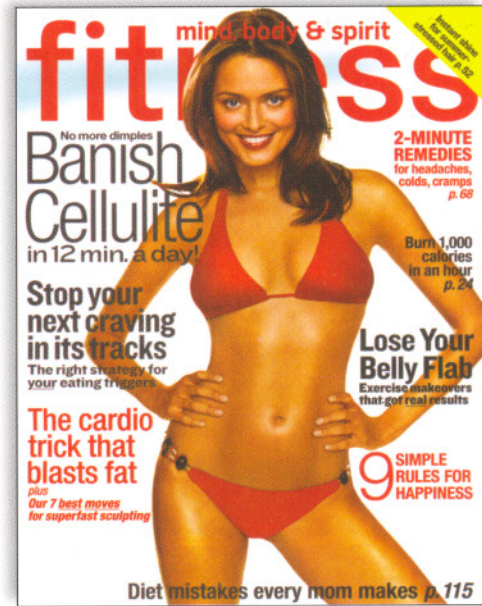
The more  
people we tell,  
the more  
Blueberries  
you'll sell.

See inside for 2005 national advertising schedule

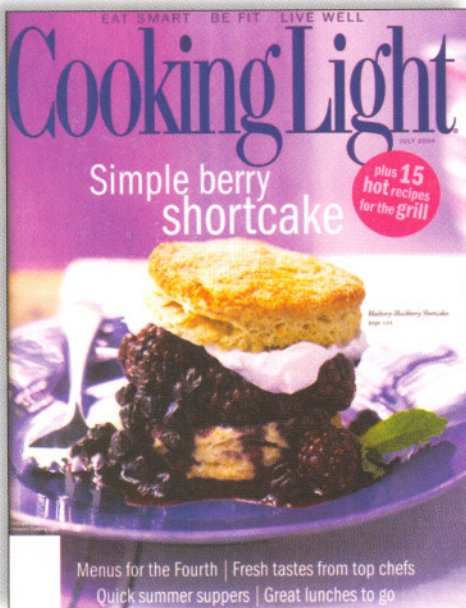
*Blueberries*<sup>™</sup>

U.S. Highbush Blueberry Council

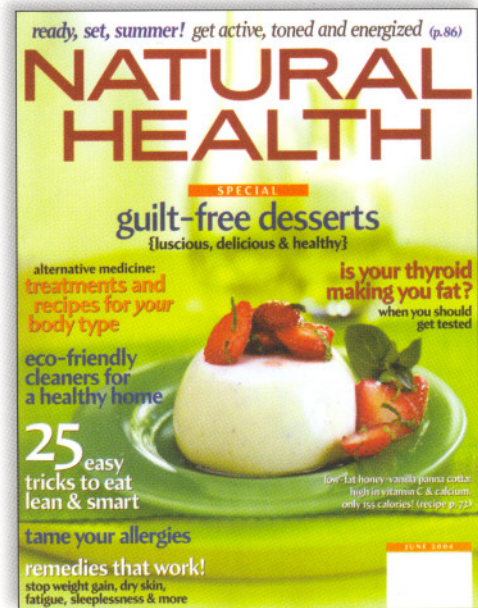
We're spreading the news about nature's "wonder berry" – great tasting blueberries that contain important health benefits that may help fight against cancer and other age-related diseases.



## 2005 Highbush Blueberries



|                         |                      |
|-------------------------|----------------------|
| Magazine:               | <b>Cooking Light</b> |
| Issue Date:             | <b>July</b>          |
| On-Sale Date:           | <b>July 10, 2005</b> |
| Total Audience Reached: | <b>10,270,000</b>    |
| Median Age:             | <b>48.1</b>          |
| Median HHI:             | <b>\$67,445</b>      |
| Male/Female:%           | <b>17/83</b>         |



Magazine: **Fitness**

Issue Date: **February**

On-Sale Date: **December 28, 2004**

Total Audience Reached: **2,673,000**

Median Age: **35.0**

Median HHI: **\$57,150**

Male/Female:% **26/74**



Magazine: **Health**

Issue Date: **June**

On-Sale Date: **May 26, 2005**

Total Audience Reached: **6,077,000**

Median Age: **45.7**

Median HHI: **\$51,152**

Male/Female:% **22/78**

## Advertising Schedule

Magazine: **Natural Health**

Issue Date: **July / August**

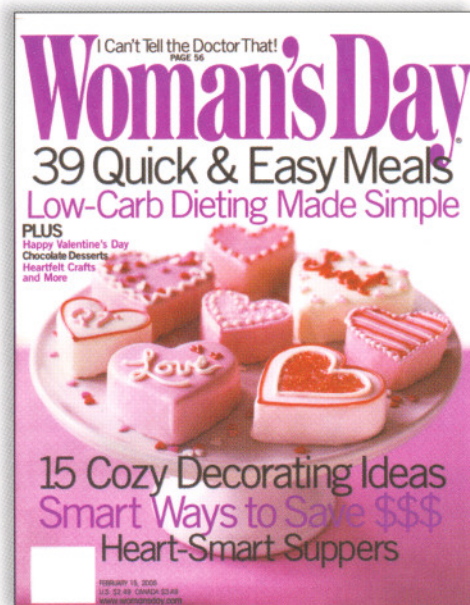
On-Sale Date: **July 21, 2005**

Total Audience Reached: **1,500,000**

Median Age: **40.5**

Median HHI: **\$74,363**

Male/Female:% **11/89**



Magazine: **Woman's Day**

Issue Date: **December**

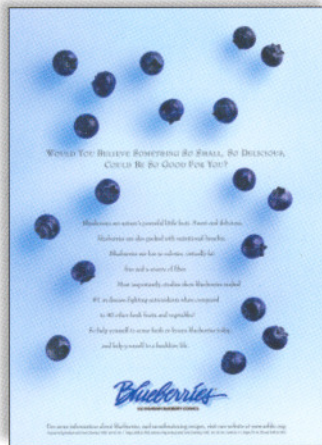
On-Sale Date: **November 15, 2005**

Total Audience Reached: **21,423,000**

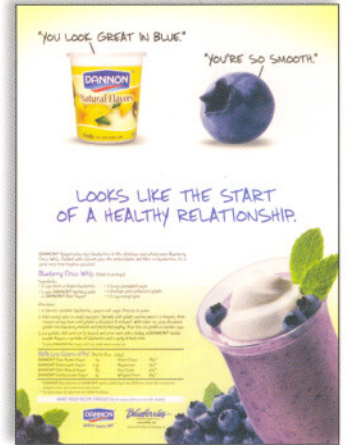
Median Age: **48.0**

Median HHI: **\$49,649**

Male/Female:% **06/94**



For Healthier Profits, Promote Blueberries All Year Round Either Fresh, Frozen or Canned.



The Blueberry Web site ([www.blueberry.org](http://www.blueberry.org)) is the most comprehensive source of information about highbush blueberries. It contains up-to-the-minute news about health and nutrition, and offers consumers many easy-to-prepare recipes. In 2004 approximately one million people visited our site.

**Blueberries**  
U.S. Highbush Blueberry Council

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