

**TETRA PAK MEDIA REPORT PEC PROJECT OVERALL 2002-2003**

TOPIC	HEADLINE	NAME OF MEDIA	PERIOD	DATE	VISUAL	CIRCULATION
PEC ESKİŞEHİR	THE NOURISHMENT VALUE OF OPEN MILK IS LOW	HÜRSES	DAILY	05.02.2003	0	1.637
PEC ANKARA	INVITATION FOR HEALTHY MILK SEMINARS CONTINUES THIS YEAR	TURKISH DAILY NEWS	DAILY	18.02.2003	0	1.522
PEC ANKARA	INVITATION FOR HEALTHY MILK SEMINAR IS TODAY	BELDE	DAILY	19.02.2003	0	15.500
PEC ANKARA	OPEN MILK CAN KILL YOU	SABAH ANKARA	DAILY	22.02.2003	2	150.671
PEC ANKARA	INVITATION TO HEALTHY MILK	YENİ ASYA	DAILY	08.03.2003	1	7.846
PEC KOCAELİ	"INVITATION TO HEALTHY MILK" SEMINAR IS IN SABANCI ON TUESDAY	KOCAELİ	DAILY	22.03.2003	0	5.500
PEC KOCAELİ	INVITATION TO HEALTHY MILK SEMINAR TAKES PLACE TODAY	ÖZGÜR KOCAELİ	DAILY	25.03.2003	0	8.500
PEC KOCAELİ	INVITATION TO HEALTHY MILK SEMINAR AT SABANCI TAKES PLACE TODAY	KOCAELİ	DAILY	25.03.2003	0	5.500
PEC KOCAELİ	INVITATION TO HEALTHY MILK	ÖZGÜR KOCAELİ	DAILY	26.03.2003	2	8.500
PEC KOCAELİ	INVITATION TO HEALTHY MILK IN IZMIT	TÜNAYDIN	DAILY	27.03.2003	1	6.000
PEC KOCAELİ	OPEN MILK IS UNHEALTHY	KOCAELİ	DAILY	27.03.2003	5	5.500
PEC KOCAELİ	INVITATION TO HEALTHY MILK SEMINAR	EKONOMİ VE POLİTİKADA OLAY	DAILY	28.03.2003	0	4.000
PEC İSTANBUL	OPEN MILK IS A RISK FOR HEALTH	İSTİKLAL GAZETESİ	DAILY	07.04.2003	1	1.000
PEC KOCAELİ	"INVITATION TO HEALTHY MILK SEMINAR" TOOK PLACE IN IZMIT	YENİ NESİL	DAILY	19.04.2003	1	7.000
SCHOOL MILK	EDUCATING ACTIVITIES	GIDA	MONTHLY	01.04.2003	3	9.151
TETRA PAK	IF THE PACKAGING IS AS IT MUST BE, THERE IS NO NEED FOR ADDITIVES	GIDA TEKNOLOJİSİ	MONTHLY	01.04.2003	1	5.000
SCHOOL MILK	"SCHOOL MILK PROGRAM" CONTINUES SUCCESSFULLY IN ITS SECOND YEAR	MEDİKAL TREND	MONTHLY	01.04.2003	1	6.101
SCHOOL MILK	MILK FOR NE MILLION CHILDREN	SPONSORLUK BÜLTENİ	2 MONTHS	01.04.2003	1	2.000
TETRA PAK	TETRA PAK	MARKETING TÜRKİYE	2 WEEKS	01.04.2003	0	5.000
PEC İSTANBUL	OPEN MILK IS A RISK FOR HEALTH	İSTİKLAL GAZETESİ	DAILY	07.04.2003	1	1.000
ANUGA	TETRA PAK	GÜNEŞ	DAILY	07.04.2003	0	129.645
ANUGA	TETRA PAK WILL PARTICIPATE THE FAIR IN GERMANY	HÜRSES	DAILY	08.04.2003	0	5.400
TETRA PAK	EXPORTATION TO 16 COUNTRIES FROM TETRA PAK	DÜNYA EKONOMİ POLİTİKA ÖZEL EK	NON-PERIO	10.04.2003	0	2.336
ANUGA	THIS PACKAGING WILL THROW AWAY THE CAN	SABAH	DAILY	12.04.2003	2	363.260
ANUGA	FOOD SECTOR IS LOOKING FOR A WAY OUT	CUMHURİYET	DAILY	12.04.2003	1	39.822
ANUGA	THE CAN IS IN CARTOON	MİLLİYET	DAILY	12.04.2003	1	272.983
ANUGA	TETRA PAK IS AT ANUGA FOODTECH WITH THE LAST TECHNOLOGY	HÜRSES	DAILY	19.04.2003	0	5.400
PEC ANKARA	ACADEMICIANS WARN: OPEN MILK CAUSES ILLNESS	EKONOMİ GAZETESİ	6 A WEEK	25.04.2003	0	3.000
PEC ADANA	Milk is a store of calcium	ZAMAN ADANA	DAILY	04.06.2003	0	3.235
PEC ADANA	Clean milk campaign	HÜRRİYET ADANA	DAILY	04.06.2003	0	66.617
TETRA PAK	Healthy carton package from Tetra Pak	DÜNYA	DAILY	06.06.2003	1	51.635
PEC ADANA	Call for the healthy milk	YENİ ASYA	DAILY	04.06.2003	0	7.401
PEC ADANA	Call for the healthy milk campaign	EKONOMİ VE POLİTİKA'DA OLAY	DAILY	05.06.2003	0	4.000
PEC ADANA	Milk is the source of calcium	MİLLİ GAZETE	DAILY	06.06.2003	2	13.518
PEC ADANA	Call for the healthy milk campaign	HÜRSES	DAILY	07.06.2003	0	1.545
PEC ANTALYA	OPEN MILK HAS MANY BACTERIUM IN IT	NTVMSNBC	WEB SITE	07.10.2003	0	0
PEC ANTALYA	OPEN MILK MAKES SICK	YENİ İLERİ GAZETESİ	DAILY	08.10.2003	2	5000
PEC ANTALYA	CALL FOR HEALTHY MILK	HÜRDOĞAN	DAILY	08.10.2003	0	2000
PEC ANTALYA	CALL FOR HEALTHY MILK	TÜRKİYE ANTALYA	DAILY	08.10.2003	0	7300
PEC ANTALYA	CALL FOR HEALTHY MILK	MİLLİ GAZETE	DAILY	08.10.2003	1	13518
PEC ANTALYA	OPEN MILK HAS MANY BACTERIUM IN IT	HABER EKSPRESS	DAILY	08.10.2003	0	12300
PEC ANTALYA	"CALL FOR HEALTHY MILK" SEMINAR HAS BEEN DONE	İLERİ	DAILY	09.10.2003	0	1000
PEC ANTALYA	Be carefull to milk that sold in streets	TASVİR	DAILY	10.10.2003	0	3100

<b>PEC ANTALYA</b>	OPEN MILK HAS MANY BACTERIUM IN IT	DOKUZ SÜTUN	DAILY	10.10.2003	1	5000
<b>PEC ANTALYA</b>	OPEN MILK HAS MANY BACTERIUM IN IT	İSTİKLAL GAZETESİ	DAILY	11.10.2003	0	1000
<b>PEC ANTALYA</b>	42 Percent of the Turkey's yearly milk production is sold in streets	EKONOMİ VE POLİTİKADA OLAY	DAILY	01.12.2003	0	4000
<b>TOTAL</b>					<b>31</b>	<b>1.280.943</b>