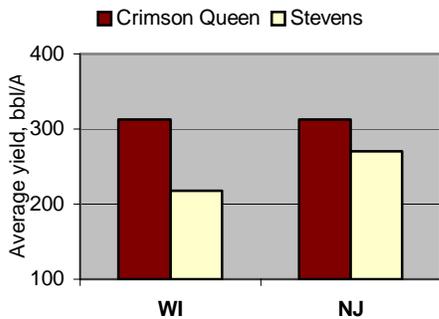


'Crimson Queen'TM

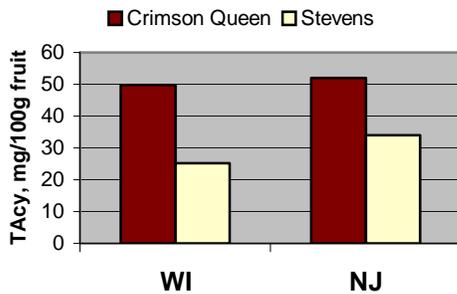


'Crimson Queen'TM was developed by the New Jersey Agricultural Experiment Station, Rutgers University and is the first variety to be released from the Rutgers cranberry breeding program. 'Crimson Queen'TM has exhibited significantly higher yields, higher anthocyanin content (red pigment), and higher stolon vigor as compared to 'Stevens', the predominant commercial variety. 'Crimson Queen'TM (tested as 'NJ98-23') was derived from a cross between 'Stevens' and 'Ben Lear'. It was first established in 1993 field trials, and has been evaluated in multiple locations in New Jersey and Wisconsin.

In a replicated trial in Jackson Co., WI, 'Crimson Queen's' yield averaged 313 bl/A, whereas Stevens averaged 218 bl/A (over a four year period and measured from sq. ft. samples). In a Burlington Co., NJ trial, 'Crimson Queen' averaged 313 bl/A, whereas Stevens averaged 270 bl/A, over four years.

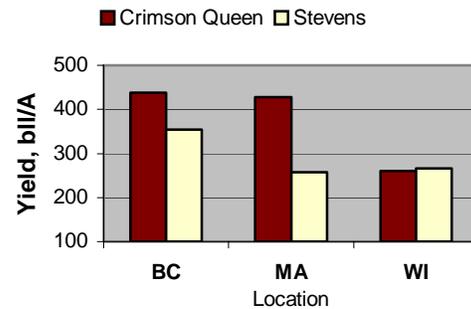


'Crimson Queen's' total anthocyanin content (TAcy) averaged nearly 100% higher than Stevens in both trials during early October.

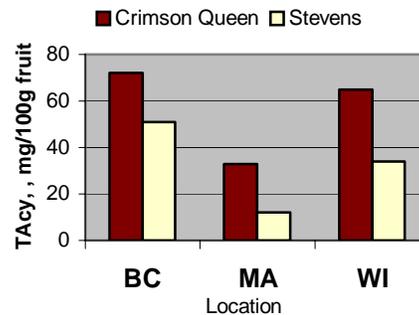


'Crimson Queen'TM was also included in the Ocean Spray Cranberry Regional Trials, a replicated variety trial in British Columbia, Massachusetts & Wisconsin, and has done well during its first two years of evaluation (2004-05). 'Crimson Queen'TM had significantly

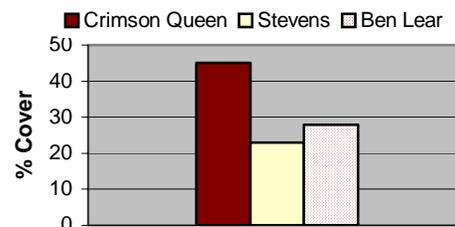
better yield than 'Stevens' in BC and MA (determined from sq. ft. samples). In WI, where the trial was managed for fresh fruit, i.e. low nitrogen input, 'Crimson Queen'TM and 'Stevens' had similar yields.



The 2004-05 average TAcy values of 'Crimson Queen'TM were three times as high as 'Stevens' in MA, twice as high in WI, and 50% greater in BC.



In a replicated trial planted June 2003 and consisting of 80 advanced selections and standard varieties, 'Crimson Queen' had the highest percent cover, 45%, on June 2004, compared to Stevens with 23% cover and Ben Lear with 28% cover. General observations of other 'Crimson Queen' plantings indicate exceptional plant vigor.



'Crimson Queen's' seasonal flowering phenology appears to be earlier than many varieties, reaching 50% bloom 2 to 3 days earlier than Stevens.