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EPICURIOUS INTRODUCES BRAND NEW APP
Top Recipe App Re-Imagined and Rebuilt for iOS 7

New York, NY - January 21, 2014 – Epicurious, the most award-winning digital food brand, today introduced the all-new Epicurious Recipe & Shopping List mobile app with a highly visual and advanced design built for iPhone and iPad. The first Epicurious mobile app, introduced in 2009, has been downloaded over 7.5 million times on the App Store, and was featured by Apple in advertising for both iPhone and iPad. Building on this history of innovation, the new app offers a fresh user experience that takes advantage of the redesigned user interface of iOS 7.

Features of the new Epicurious Recipes & Shopping List app include:

- **Faster and easier search** of **31,000 professionally created recipes**. Browse a larger selection of recipe collections—curated according to user feedback and usage—that will change seasonally.
- **Voice activation** allows for hands-free usage while cooking. Simple voice commands let users control the screen without touching it as they read and prepare a recipe, optimizing the way a digital device is used in the kitchen.
- **Recipe Preview Mode** shows the user the photo, rating, cook time, and a handful of ingredients to provide an overall sense of what a recipe is about. This new feature allows users to be inspired while scrolling through recipes without getting bogged down by a ton of details.
- **Free Recipe Box** and **Shopping List** automatically syncs saved recipes to the cloud, letting users effortlessly manage their recipes and lists across tablet, phone, and desktop in a seamless and modern way. (Syncing the Recipe Box had previously been a paid in-app purchase.)
- **Dietary** and **food allergy search filters** include wheat/gluten-free, vegan, and low-carb--or users can simply filter by key ingredients.

"Half of our users interact on mobile devices, so it's important we continue to innovate and engage them with the most advanced technology available," noted Carolyn Kremins, Senior Vice President and General Manager of Epicurious. "The app was reimagined with intuitive design and maximum functionality for our audience, together with native advertising options that offer natural sponsor integration."

All new native ad placements incorporate advertisers into the user experience. Advertiser integrations include sponsored home page recipe tiles, sponsored recipe search listings, and sponsored recipe collections, which also perform well on the site.

About Epicurious:

Epicurious, the most award-winning digital food brand, is published by Condé Nast, home to some of the world's most celebrated media brands. This venerable daily online food publication offers a wealth of original content on all aspects of food, entertaining, travel, cooking, food news, and drinking. The site also features close to 400,000 recipes in its database – 35,000 professionally tested and created recipes from celebrity chefs, premier food journalism brands, and renowned cookbook authors, as well as 350,000 member-submitted recipes. Epicurious reaches more than 22 million cross-platform users each month across their website, app, and social media channels. Follow us on Twitter @Epicurious.

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