

## FOR IMMEDIATE RELEASE

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## EPICURIOUS TRANSFORMS DIGITAL RECIPE BOX WITH INNOVATIVE NEW PLATFORM TO IMPORT ECOOKBOOKS AND SYNC RECIPES

**New York, NY (December 19, 2011)** – Epicurious is changing the way cooking enthusiasts purchase and organize recipes in the digital age. The most award-winning digital food brand today announced it will provide consumers with an innovative new platform to import entire electronic cookbooks and sync all recipe content into a user's personal Epicurious recipe box. Epicurious is launching initially with 75 titles from imprints across Random House, Inc., the world's largest English-language general trade book publisher.

Starting today, visitors to Epicurious.com can preview, purchase and read each ecookbook, as well as import the recipes directly into their digital recipe box. Those who don't currently have a free recipe box on Epicurious can follow a simple set-up prior to purchasing a book. Users can then access their recipes on Epicurious.com and across multiple digital devices through the Epicurious app, including the iPhone and iPad and, by year-end, the Android. Each recipe from the ecookbook within a user's recipe box can also be viewed in the context of the book. "We are thrilled to be the first to take the recipe box to the next frontier, so that our loyal followers and food enthusiasts can import, read and access recipes from their favorite cookbooks wherever and whenever it's convenient to them," said Tanya Steel, Editor-In-Chief of Epicurious. "Through our Random House and Tastebook partners, Epicurious users will now have the most comprehensive personal digital recipe box available by combining recipes from the most popular ecookbooks with their own recipes and Epi favorites."

Epicurious and Random House selected the launch list from the publisher's extensive front-list and back-list catalogs, showcasing the robust and diverse nature of Random House's cookbook offerings. Among the authors on the list are: Bobby Flay, Giada De Laurentiis, Anne Burrell, Martha Stewart, Rocco DiSpirito, Lidia Bastianich, Pat and Gina Neely and Andrea Nguyen. Cookbook titles include: *Bobby Flay's Bar Americain Cookbook* (Potter), *Giada at Home* (Potter), *Cook Like a Rock Star* (Potter), *Martha Stewart's Everyday Food: Light* (Potter -- to be published on December 27, 2011), *Now Eat This!* (Ballantine), *Lidia's Italy in America* (Knopf), *The Neelys' Celebration Cookbook* (Knopf) and *Into The Vietnamese Kitchen* (Ten Speed Press).

"We are excited to be partnering with Epicurious and Tastebook to launch this new digital publishing platform for ecookbooks. We look forward to other publishers joining this platform, making more cookbooks available in a beautiful and user-friendly digital format," says Nina von Moltke, Vice President, Digital Publishing Development, Random House, Inc. "And Random House, Inc. will continue to make new ecookbook titles available for this platform on an ongoing basis."

The cost to download an ecookbook into the Epi recipe box will range from \$10.99 to \$24.99, depending on the title, and the purchasing process is fulfilled through Tastebook.com, which is a cookbook community that serves a quarter of a million users. Additionally, starting December 21, consumers can gift an ecookbook to another Epicurious user's recipe box, making the functionality an ideal holiday gift for foodies. Users can access the new ecookbook offerings here: <u>http://www.epicurious.com/cookbooks</u>.

## About Epicurious

Epicurious.com, the most award-winning digital food brand, reaches millions of passionate food enthusiasts every month. With more than 180,000 recipes from premier brands in food journalism, chefs, cookbooks and users, Epicurious offers a wealth of original content, videos and tips focused on all aspects of entertaining. The Epicurious app is available across multiple platforms, including iPad/iPhone, Android, Barnes and Noble NOOK, Microsoft Windows 7 Phone and the Samsung LCD Refrigerator with Apps. Epicurious is published by Condé Nast, a division of Advance Publications, which operates in 25 countries and is the world leader in exceptional content creation.