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Delicious Dinner Spinner iPhone App – For those who like it both shaken *and* stirred

NEW ALLRECIPES.COM.AU DINNER SPINNER IPHONE APP MAKES FINDING RECIPES ON THE GO FUN, FAST, CONVENIENT AND DELICIOUS

What's for dinner tonight? Allrecipes.com.au—the Australian version of the world's #1 food site—today announced the launch of the Allrecipes.com.au Dinner Spinner, an innovative and free iPhone/iPod Touch app designed to give home cooks unmatched ease and convenience for finding everyday food ideas on the go.

The US version of Allrecipes app quickly hit the top ten free apps in the Apple lifestyle category, and is currently the world's most popular food-focused iPhone/iTouch application, boasting more than 1.3 million downloads to date. Now Australians can access tons of great recipes in our own localized app.

The Allrecipes Dinner Spinner App includes thousands of top-rated recipes, selected based on the search behaviours, ratings, and reviews by Allrecipes.com.au's thousands of monthly visitors. Users can quickly locate to match their interests or requirements by selecting a main ingredient, dish type, and cooking time to see matching recipes, choosing from recipes contributed to the community site by everyday home cooks.

Cooks who can't decide or fancy a culinary adventure can simply shake their iPhone or iPod Touch to activate the Dinner Spinner's slot machine style action for surprising dish ideas. Dinner Spinner recipes come with photos, ingredient lists, step-by-step directions, nutrition, and reviews featuring cooking shortcuts and variation ideas from Allrecipes members.

The new Dinner Spinner iPhone app builds on the dynamic legacy of Allrecipes.com, the world's number one food site, where every day a passionate community of 700,000 home cooks engages to share, discover, and cook everyday and special meal ideas.

Allrecipes.com.au Dinner Spinner app, featured now at the iTunes app store, promises to put convenience in hand for busy home cooks wherever and whenever the "what am I going to make for dinner tonight?" panic strikes.

For those who prefer that others do the cooking or want to print the recipe out, Allrecipes' Dinner Spinner allows sharing recipes through email. The app is free and ready to download at the iTunes App Store.

About Allrecipes.com.au

Allrecipes.com.au, launched in October 2008, offers Australian and New Zealand cooks of all skill levels a dynamic community and resource where they can discover and share food ideas through user-generated recipes, reviews, photos, tweaks, and profiles. Now a top three food site for home cooks in Australia, the interactive site provides thousands of trusted recipes, everyday and holiday meal solutions, practical cooking tips, and food advice. One of six international versions launched in the past year by Allrecipes.com, the world's #1 food site with more than 300 million annual visits, Allrecipes.com.au joins localized versions for UK/Ireland, France, Germany, China and Japan. Allrecipes and Allrecipes.com.au are part of The Reader's Digest Association, Inc. For additional information, please visit www.allrecipes.com.au.

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