

CONSUMER FOOD RELEASE

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ALLRECIPES.CO.UK SHAKES UP MEALTIMES WITH THE NEW 'DINNER SPINNER' IPHONE APPLICATION



Allrecipes.co.uk, the UK and Ireland's largest online community of home-cooks, today announced the launch of a UK version of the popular Allrecipes Dinner Spinner iPhone/iPod Touch application; the perfect culinary companion when "What's for dinner?" panic strikes.

Fun, friendly and convenient, the Allrecipes.co.uk Dinner Spinner app offers 1500 top-rated, delicious recipes, selected based on the search behaviours, ratings and reviews of visitors to Allrecipes UK community site. The application is free and available now at the iTunes store.

Launched December 2008, the US version of Dinner Spinner from Allrecipes.com, the world's number one food site, is currently the most popular food-focused iPhone/iTouch application, boasting more than 1.3 million downloads to date. With one of 10 installs coming from Great Britain in June, Allrecipes saw a natural opportunity to develop a Dinner Spinner version exclusively for UK and Irish cooks.

Allrecipes.co.uk Dinner Spinner offers unmatched ease and convenience for fresh food ideas on the go—in the supermarket or office, to share with friends and family members. It's easy to quickly locate recipes to match any occasion or taste by selecting a main ingredient, dish type, and cooking time. Those who can't decide can simply shake their iPhone to activate the Dinner Spinner's slot machine-like search facility for surprise dish ideas. Dinner Spinner recipes come with photos, ingredient lists, step-by-step directions, nutrition advice, and reviews featuring shortcuts and variation ideas from Allrecipes.co.uk members. With everyone cooking more at home to manage the family budget while balancing multiple priorities—work, family, kids and fun—the Allrecipes.co.uk Dinner Spinner iPhone app with recipes on the go is a natural fit for busy lifestyles.

About Allrecipes.co.uk

Allrecipes.co.uk, launched in July 2008, offers UK and Irish 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 the top food site for home cooks in UK/Ireland, 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.co.uk joins localized versions for Australia/NZ, France, Germany, Japan, and China. Allrecipes and Allrecipes.com.au are part of The Reader's Digest Association, Inc. For additional information, please visit www.allrecipes.co.uk.

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NOTES TO EDITORS

- High resolution images of the application are available from Colman Getty
- Dinner Spinner is compatible with iPhone and iPod Touch (iPhone OS 2.2 or later versions)
- The new UK version of Dinner Spinner is customised with local unit measures and Allrecipes.co.uk recipe content and community reviews
- Examples of recipes available on the Dinner Spinner are:

Balsamic-Glazed Salmon Fillets

<http://allrecipes.co.uk/recipe/874/balsamic-glazed-salmon-fillets.aspx>

Lemon and Thyme Lamb Chops

<http://allrecipes.co.uk/recipe/1784/lemon-and-thyme-lamb-chops.aspx>

Banana Oat Flapjacks

<http://allrecipes.co.uk/recipe/887/banana-oat-flapjacks.aspx>

Banoffee Pavlova

<http://allrecipes.co.uk/recipe/114/banoffee-pavlova.aspx>

Fudgy Chocolate Brownies

<http://allrecipes.co.uk/recipe/538/fudgy-chocolate-brownies.aspx>

- Recipes may be available for syndication. Contact Colman Getty
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