



Allrecipes.qc.ca launches in Québec #1 Online Food Community Now Live in French

Montreal, September 15, 2009 - Capitalizing on the success of Allrecipes.com as the #1 food site in Canada, Reader's Digest Canada is pleased to announce the launch of the French-Canadian version Allrecipes.qc.ca. The new site features localized content, language and measurements, and enables home cooks in Québec to connect, share and be inspired in an authentic, trusted and dynamic community with unique social media features.

The launch follows the global success of Allrecipes.com and builds on its innovative technology platform. Allrecipes is the world's most popular food-based social media site, attracting an average of 12 million monthly visitors. The site hosts more than 2 million visitors monthly from Canada, of which about 150,000 are from Québec.

***“Allrecipes is the mother of all recipe sites and the web’s most visited food site.
With over 40,000 recipes, most submitted by users, with ratings and discussions,
Allrecipes is a must stop for anyone searching for a recipe.”
- Josh Catone, features editor, Mashable.com***

The Québec launch will feature a four-month exclusive partnership with Kraft Canada that includes banner advertising, text links, integrated Kraft recipes and ingredients on Allrecipes.qc.ca, plus additional advertising on selection.ca and in the magazine *Sélection*. One of the key features of Kraft's partnership will be its Sponsor status, which will enable the company to create a profile to connect and interact directly with the Allrecipes community.

“We have worked closely with Allrecipes.com in the past, and now look forward to connecting with Québec home cooks at Allrecipes.qc.ca. We have developed some delicious new recipes to cater to the millions of Canadians who enjoy Kraft products.” – Sandra Cifersons - Director, Consumer Communications

Québec's home cooks can search for meal ideas by subject or ingredient, post recipes, reviews and photos, as well as sign up to receive newsletters, weekly email alerts, and “real time” alerts from friends. They'll also enjoy the site's most innovative social media feature, a message board called “The Fridge”, where friends can connect to post and share notes with each other and ask what they're cooking next!

Allrecipes' distinctive user-generated content and social networking platform provide advertisers with a dynamic advertising vehicle, enabling them to reach a highly active and engaged audience of primary household decision makers at their immediate time of need at a time when consumers place the highest level of trust in peer opinions. The seamless integration of branded content into the site's daily food conversations, members' recipe ratings, reviews and photos generate powerful results for participating brands to deliver contextual relevance in a trusted and captive environment. Advertising sales for the new site will be handled by the Reader's Digest Ad Sales and Olive Media.

Says Yann Paquet, Director of Digital Media at Reader's Digest Canada: "*Allrecipes.com is one of the few established social media sites with a proven profitable business model. Considering who we are and where we are located, it made absolute business sense to launch Allrecipes.qc.ca. Our staff is already engaged with the new Québec website, contributing their favourite recipes and enjoying a special employee contest.*"

About Allrecipes.com

Allrecipes, the world's #1 food site, receives more than 300 million annual visits from home cooks who discover and share food ideas through user generated recipes, reviews, photos, profiles, blogs, and meal ideas. For more than 13 years, the Seattle-based site has served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, party ideas, everyday and holiday meal solutions, practical cooking tips and food advice. As the fastest growing food site, Allrecipes provides insights into the cooking behaviors of home cooks everywhere. Since 2008, Allrecipes has launched localized versions for the United Kingdom/Ireland, Australia/New Zealand, France, Germany, China, Canada and Japan. Allrecipes is the publisher of Allrecipes Dinner Spinner, the #1 food app for the iPhone. Allrecipes is part of Food & Entertaining RDA, a division of The Reader's Digest Association, Inc. For additional information regarding Allrecipes, please visit www.allrecipes.com.

About Kraft Foods

Kraft Foods (www.kraftfoodscompany.com) makes today delicious in 150 countries around the globe. Our 100,000 employees work tirelessly to make delicious foods consumers can feel good about. From American brand icons like *Kraft* cheeses, dinners and dressings, *Maxwell House* coffees and *Oscar Mayer* meats, to global powerhouse brands like *Oreo* and *LU* biscuits, *Philadelphia* cream cheeses, *Jacobs* and *Carte Noire* coffees, *Tang* powdered beverages and *Milka*, *Côte d'Or*, *Lacta* and *Toblerone* chocolates, our brands deliver millions of smiles every day. Kraft Foods (NYSE: KFT) is the world's second largest food company with annual revenues of \$42 billion. The company is a member of the Dow Jones Industrial Average, Standard & Poor's 500, the Dow Jones Sustainability Index and the Ethibel Sustainability Index. In Canada, company brands include *Kraft Dinner* macaroni and cheese, *Christie* cookies and crackers, and *Delissio* pizza.

About Reader's Digest Canada

Reader's Digest is a leading Canadian multi-brand media and marketing company that educates, entertains and inspires, connecting audiences throughout Canada. It publishes five magazines, including Reader's Digest and Sélection, Canada's most read magazines with 7.6 million readers a month. It recently launched Best Health, a healthy lifestyle magazine for Canadian women and More of Our Canada, a companion magazine to the very popular Our Canada magazine. Along with being a premier publisher of books, music and video products, it operates a network of branded websites in Canada, including readersdigest.ca, selection.ca, ourcanada.ca, besthealthmag.ca, allrecipes.ca, allrecipes.qc.ca and tasteofhome.com.

About Olive Media

Olive Media is a leader in the online advertising market in Canada and has the ability to reach over 14 million unique Canadian visitors monthly* on a variety of top-tier sites. Olive Media offers Canadian media buyers a one-stop shop for highly-engaged online Canadian audiences across premium Canadian and U.S. content channels, including readersdigest.ca, selection.ca, NYTimes.com, People.com, CNET.com, ArtistDirect.com, thestar.com, toronto.com, cyberpresse.ca and tetesaclaques.tv. Olive Brand Response, an Olive Media product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and U.S. websites. Olive Media is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd. and a company owned by the same group as Gesca Ltd, a newspaper and websites publishing subsidiary of Power Corporation of Canada. **Custom Olive Media report, based on comScore Media Metrix Audience Duplication report (July 2009)*

Yann Paquet is available for comment and interview.

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