



PRESS CONTACTS: **Judith Dern**

Allrecipes.com Media Relations
v. 206-436-7442
judithd@allrecipes.com

Dana Smith

Dadascope Communications
for TasteBook
v. 510.524.2066
m. 510.682.3141
dana@dadascope.com

FOR IMMEDIATE RELEASE

Allrecipes.com Partners with TasteBook to Introduce Personalized Allrecipes Cookbooks

**25,000 Recipes from the Number One Food Community Site Now Available
to Collect in Beautiful, Customized Hardcover Cookbooks**

BERKELEY, CA and SEATTLE — MAY 13, 2008 — TasteBook (tastebook.com)—the most convenient place on the web to design personalized hardcover cookbooks, organize your online recipes, and share recipes with friends—and Allrecipes.com—the world's largest social network of food and entertaining enthusiasts—today announced their partnership offering home cooks the ability to assemble and personalize their favorite Allrecipes cookbooks. The new partnership gives home cooks access to more than 25,000 user-generated recipes on the Allrecipes site to use to create a personalized cookbook collection. Anyone can easily create a custom cookbook filled with their favorite recipes from the Allrecipes site, add their personal recipes and photos, select a favorite cover image and create their own title.

"We are extremely excited that Allrecipes' engaged community of food lovers will be able to create and personalize Allrecipes cookbooks using the TasteBook service," said Kamran Mohsenin, CEO and founder of TasteBook. "With TasteBook's simple drag-and-drop interface and easy-to-use tools, personalizing your Allrecipes cookbook is as easy as baking a cake."

"A personalized cookbook gives our users a way to design a special gift, share favorite recipes with family and friends, and organize their most-used recipes," said Lisa Sharples, president of Allrecipes.com. "TasteBook provides convenient

tools so anyone can personalize a recipe collection chosen from more than 25,000 free recipes contributed, reviewed and shared by millions of home cooks.”

Beginning today, anyone can:

- **Select from pre-made TasteBooks** created by the editors at Allrecipes, including these titles:
 - Make It Easy, Make It Fast!**
 - Allrecipes’ All-Time Favorites**
 - Allrecipes’ Grilling & BBQ**
 - Summer’s Best Desserts**
 - Farmer’s Market Favorites**
 - Allrecipes’ Cookies**
 - Friends, Family & Brunch**
 - Make Mine Tex Mex**
- **Customize an Allrecipes cookbook** using TasteBook’s easy personalization tools—add or delete recipes, upload personal photos, and create a personal title.
- **Choose from over 75 professional images** for your cover, including exclusive Allrecipes designs.
- **Search over 25,000 Allrecipes recipes** on TasteBook.com and add them to any personal cookbook.
- **Share recipes and cookbooks** with friends and family online

Create a TasteBook today by visiting tastebook.com or allrecipes.com to get started. Using the TasteBook service is free and a personal cookbook starts at \$19.95. Each TasteBook holds up to 100 recipes. Order them all at once or in batches. It’s easy to add more pages to TasteBook’s expandable hardcover binder system anytime.

To celebrate this new partnership, anyone who signs up for TasteBook can receive in the mail a set of ten free recipes selected by Allrecipes editors.

About TasteBook

TasteBook (www.tastebook.com) is the best place on the web to create personal hardcover cookbooks, easily organize recipes, and share favorite recipes with friends. TasteBook gives you access to the best recipes available anywhere. Search more than 50,000 recipes from leading recipe websites, including Allrecipes.com and Epicurious.com, upload your own favorites, or

shop professionally edited TasteBooks created by top cookbook authors and food editors. It's fun and easy to create keepsake-quality cookbooks, complete with customized covers for yourself and others. Headquartered in the Bay Area's food epicenter, Berkeley, CA, TasteBook was founded in February 2007 by Kamran Mohsenin, co-founder of Ofoto (now the Kodak Gallery), and Greg Schroeder, chief technical architect of Ofoto.

About Allrecipes.com

Allrecipes, the world's largest social network of food and entertaining enthusiasts, receives more than 175 million annual visits from users who share and download recipes, reviews, photos, personal profiles, and meal ideas. For more than 10 years, the Seattle-based site has served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, everyday and holiday meal solutions, practical cooking tips and food advice. As the fastest-growing independent food Internet site, and part of the Reader's Digest Association, Inc. food and entertainment division, Allrecipes provides insights into the kitchens and cooking passions of home cooks everywhere. For additional information regarding Allrecipes, please visit www.allrecipes.com.

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