



COOKING.COM AND EPICURIUS LAUNCH ONE-STOP SHOPPING EXPERIENCE

New Online Store Marries Food Content and Cooking Tools

MARINA DEL REY, Calif. and NEW YORK, NY (September 8, 2011) -- [Cooking.com](http://www.cooking.com) and Epicurious are partnering to provide food enthusiasts with a one-stop shopping experience that marries essential content with essential cooking tools. The new state-of-the-art online [Epicurious Shop](http://shop.epicurious.com), created and managed by Cooking.com, enables consumers to purchase an assortment of kitchenware and specialty foods tailored to the Epicurious audience and integrated seamlessly with the site's recipes and content. This newly integrated food and shopping experience is live at <http://shop.epicurious.com/>.

Tracy Randall, CEO of Cooking.com, said: "This is an exciting partnership for Cooking.com. We believe that incorporating an e-commerce functionality into the Epicurious site perfectly complements their extensive database of unique content. It will be an integrated shopping experience that adds convenience and content for its audience."

Through the new partnership, Epicurious curates shopping tips and gift ideas tied to the site's content, while Cooking.com delivers e-commerce products that are customized for the site's core followers. Consumers can shop for hundreds of cooking tools across a wide variety of categories, from cookware to cookbooks, and browse "Epi Picks" -- favorite, "go-to" products selected by the experts at Epicurious.

"We are delighted to launch this unique integrated food and shopping experience with Cooking.com," said Beth-Ann Eason, Senior Vice President, General Manager for Epicurious. "Providing our Epicurious audience with a comprehensive shopping experience is a natural complement to the extensive and unparalleled variety of recipes offered on the site."

From September 8th until November 2nd, Epicurious will host the "Ultimate Kitchen Shopping Spree" sweepstakes with the grand prize of a \$5,000 gift certificate to the Epicurious Shop. Users who register for the shop will automatically be entered to win.

About Cooking.com

Cooking.com is transforming online shopping in the food and cooking space by going to customers and building innovative, entertaining shopping experiences with trusted brands. Cooking.com operates several uniquely branded websites including: [Rachael Ray Store](#), [Paula Deen Store](#), [Calphalon Store](#), [Betty Crocker Store](#), [Pillsbury Store](#), [Steamy Kitchen Store](#), [Good Bite Store](#), and [Marley Coffee](#). Powered By Cooking.com delivers high touch, branded e-commerce solutions and category expertise, enabling partners to attract consumers, drive membership and build new revenue opportunities.

Cooking.com offers its customers access to over 60,000 products for the kitchen as well as recipes, menus, collections and a growing library of member-submitted cooking content. The company is committed to providing its customers with an exceptional experience and is the recipient of numerous awards for customer satisfaction. Cooking.com was founded in 1998 and is based in Marina Del Rey, CA.

About Epicurious

Epicurious.com, the most award-winning digital food brand, reaches more than 6 million passionate food enthusiasts on its site every month. Through 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 cooking and entertaining. The Epicurious app, with nearly 6 million downloads, is available across multiple platforms, including the iPad/iPhone, the Android, the Barnes and Noble NOOK Color 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.