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EPICURIUS.COM INTRODUCES INNOVATIVE APP OPTIMIZED FOR THE iPad **New Epi App is “Cook’s Companion” on the iPad**

NEW YORK, April 2, 2010 — Epicurious.com, the pioneering Condé Nast food site, brings to market a further innovation with the introduction of its new iPad application in the Apple App Store <http://www.epicurious.com/services/mobile> on April 3, 2010. After reaching over 1.6 million downloads for their free iPhone app, the “Epicurious Recipes and Shopping List” becomes the “Cook’s Companion” on an iPad, offering new functionalities like reinvented cookbook layouts, and a bookmark tracker, while allowing home cooks to continue to browse and search Epicurious.com’s database of over 28,000 recipes. This is one integrated app that works on both the iPhone and iPad, delivering an experience customized to whichever device you’re currently using.

“To be part of such game-changing technology like the iPad is truly thrilling,” said Tanya Wenman Steel, editor in chief of Epicurious.com. “Using the new functionality to its greatest effect, Epicurious on the iPad will be the ultimate, interactive cookbook in the kitchen.”

“Epicurious Recipes and Shopping List: Cook’s Companion” for the iPad features:

- Proven Recipes: Over 28,000 professionally tested recipes from *Gourmet* and *Bon Appétit*, plus web-exclusive recipes from renowned chefs and cookbook authors.
- Reinvented Cookbook Layout: An enhanced layout with ingredients adjacent to the preparation, improved readability and font size control allows the home cook to use the iPad in the kitchen exactly like a cookbook.
- Bookmark: Slide the arrow along a recipe to keep track of exactly where you are during preparation.
- Enhanced Shopping List: Shop on the go by saving recipes to your Shopping List at the store, check off items as you shop or email shopping lists to friends and family.
- Stunning graphics: Gorgeous photography, graphics, and design make this app fun and enticing on this larger screen.

The app will not include standard advertising, but will offer opportunities for content integration, and sponsored recipes.

The new Epi App was developed and built in-house by Condé Nast Digital. Condé Nast Digital, the leading creator and developer of upscale lifestyle and business brands online, also has created an iPhone and iPad App for *GQ*.

Condé Nast, a division of Advance Publications, operates in 25 countries and is the world leader in exceptional content creation. In the United States, Condé Nast publishes eighteen consumer magazines, two trade publications and twenty-seven websites that garner international acclaim and unparalleled consumer engagement.

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