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CONTACT:

Soraya Darabi

212.790.5194

soraya_darabi@condenet.com

EPICURIOUS.COM WINS MIN INTEGRATED MARKETING AWARD

- BERTOLLI CAMPAIGN AWARDED CUSTOMIZED MINISITE ACCOLADE -

NEW YORK, June 16, 2006 – Epicurious.com, online home to *Gourmet* and *Bon Appétit* magazines, won the Magazine Industry Newsletter Integrated Marketing Award for Customized Web Site/Microsite. The site won the award for its work on the Bertolli campaign. The min Integrated Marketing Awards honors the 13 campaigns, ongoing programs, and innovative people who've raised the bar for magazine marketing programs.

Epicurious.com and *Bon Appétit* magazine partnered with Bertolli to generate awareness for the launch of its new frozen dinners for two. For the campaign, custom-branded rich-media ad units ran on Epicurious.com, and HTML e-mails were sent to the Epicurious.com online subscriber list. *Bon Appétit* ran Bertolli ads that listed the minisite's URL and a consumer call to action to go online. The elegant Flash minisite – created entirely by Epicurious.com creative services – offered consumers Italian restaurant-inspired menus to prepare at home, inspiration to help them create their own celebrations, and an interactive menu planner featuring Bertolli products. The minisite also included helpful tips for planning parties and offered wine pairings for each festive menu. Favorite recipes could be saved from the minisite into an Epicurious recipe box. Moreover, free-sample giveaways offered registrants Bertolli Extra Virgin Olive Oil and Olive Oil & Garlic Pasta Sauce to create a classic bruschetta recipe. The program was highlighted by a dream kitchen makeover, complete with a kitchen consultant and everything from appliances to accessories.

As result of the campaign, the Bertolli minisite received a record-breaking 1.25 million page views over five months. Roughly 33,000 entries were submitted for the online sweepstakes, approximately 167,000 sample sign-ins tallied, and more than 363,000 e-mails delivered.

Epicurious Publisher Christine DeMaio issued the following statement: “The Bertolli campaign represents an example of a sophisticated advertiser that understands how to

embark on a multimedia campaign to reach its target audience through a custom minisite.”

Epicurious.com, a CondéNet site, incorporates more than 40,000 recipes from the premier brands in food journalism, *Gourmet* and *Bon Appétit* magazines, as well as original recipes, articles, and tips focused on cooking, entertaining, wine, cocktails, and shopping.