



EPICURIOS.COM INTRODUCES “MY EPI” FOR FOOD LOVERS TO CONNECT, SHARE AND SHAPE THE SITE

Epicurious.com Readers to Create Profiles, Share Recipes and Personalize Site Experience

NEW YORK, June 25, 2007— Epicurious.com, the website for people who love to eat, has created a new array of virtual tools, collaboratively titled “My Epi,” designed to revamp the Epicurious experience for each unique reader. Continuing an ongoing tradition of creating cutting-edge online tools and technology for culinary enthusiasts everywhere, Epicurious now allows users to form their own communities on the site, create personal profile pages and comment on and review recipes and content in these spaces.

New “My Epi,” features include:

- **Browse Member Profiles:** Readers now have the ability to search other public recipe boxes for new recipes, ideas and entertaining suggestions. “My Epi” also allows users to sort profiles by area of interest and to find profiles similar to their own.
- **Share Recipes with the World:** Users’ recipe boxes, which had been private, can now be public and shared with millions of Epicurious readers – or select Epicurious communities created by the readers themselves.
- **Rate and Review:** Previous recipe ratings will automatically populate “My Epi” users profile pages, showing links to recipe ratings and reviews.
- **Personal Profiles:** “My Epi” gives readers the option to create their own Epicurious.com profile. This space will allow them to post their interests, favorite foods, dining out preferences, personal recipes and more.
- **Public Profiles:** The newest, most commented-upon and highest-rated member-submitted recipes will surface on the homepage of Epicurious for the entire food community to view. These featured profiles will be refreshed daily.

“At Epicurious.com, we’re proud of our heritage as one of the first places online for food lovers to gather. Our discussion forums have long been a popular site feature, which tells us that our readers love to communicate with editors and each other,” said Tanya Wenman Steel, editor in chief of Epicurious.com. “My Epi will allow readers to personalize their site experience and shape the experience of other users in a dynamic way.”

To visit My Epi, please click on the following link:

<http://www.epicurious.com/members/?mbid=se>

Epicurious.com, a CondéNet site, is a premier award-winning food Web site, which incorporates more than 25,000 professionally tested recipes from the premier brands in food journalism, *Gourmet* and *Bon Appétit* magazines, as well as web-exclusive original recipes from top chefs and cookbook authors around the world. It also contains over 35,000 member submitted recipes. Epicurious offers a wealth of articles and tips focused on cooking, entertaining, wine, cocktails, and shopping.