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EPICURIOUS.COM PUTS LEADING DELIVERY DIET MEAL SERVICES TO THE TEST

-- Editors Weigh Delivery Diet Plans for Taste, Nutrition, Price and Service --

NEW YORK, May 15, 2007 – Top diet meal delivery services like eDiets Deliciously Yours, Jenny Craig's Jenny Direct, Nutrisystem, Pure Foods Low Carb, and ZoneChefs, are becoming as ubiquitous as the coolers they leave sitting outside Americans doors each morning. In fact, the diet meal delivery industry is predicted to increase 33 percent to \$1.068 billion in revenues in 2007, according to Marketdata.

“Dieters are increasingly relying on portion controlled diet delivery programs like the plans we tested, for their weight loss needs,” said Tanya Wenman Steel, editor-in-chief of Epicurious.com. “We set out to determine which services tasted best, offered the most nutritional value, filled tasters up, provided real service to dieters and were the best value for their price.”

Epicurious.com, the premier award-winning food Web site, tested five of the leading diet delivery programs for taste, nutrition, price, service and more, and the results were surprising.

1st Place) eDiets Deliciously Yours

- Pros: Taste, nutrition, wide range of choices and personalized diet and fitness program
- Cons: Lengthy registration process required before receiving any information on the plan.
- Price: \$39.26 per day

2nd Place) ZoneChefs

- Pros: Sophisticated flavors and nutritional value.
- Cons: Expensive
- Price: \$52.13 per day

3rd Place) Pure Foods Low Carb

- Pros: Customizable choices and generous portions
- Cons: overuse of artificial sweeteners and high saturated fat levels
- Price: \$47.80 per day

4th Place) Jenny Craig's Jenny Direct

- Pros: Winning customer service
- Cons: Small portions, lack of fiber and less-than-fresh food.
- Price: \$23.99 per day

5th Place) Nutrisystem

- Pros: Price, tasty soups
- Cons: Nutritional value and subpar flavors and textures

- Price: \$12.23 per day

To view Epicurious.com's comprehensive guide to selecting a diet meal delivery service, including a guide to low-calorie frozen dinner's in the grocer's freezer, please visit: http://www.epicurious.com/cooking/healthy/diet_delivery/index. To interview Tanya Wenman Steel, editor in chief of Epicurious.com, please contact Allison Braley at (212) 790-4487.

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.