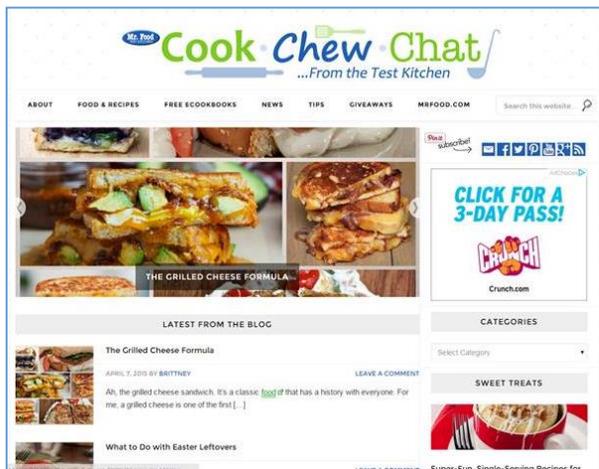




Introducing “Cook, Chew, Chat”: The Redesigned Mr. Food Test Kitchen Blog!



Now sleeker and more user friendly, our blog is yet another resource for Mr. Food Test Kitchen fans. Editor Merly Mesa explains the revamp:

“We decided to rename the blog ‘Cook, Chew, Chat’ because it’s a great way to sum up what we all like to do best, which is cook great food, chew great food, and then chat about how great it is. We know our readers are going to love the new look; there are bigger images, and we’ve reorganized it so everything is easier to find. Now that we’ve completed the redesign, readers can expect to see a lot more blog posts, including step-by-step tutorials, giveaways and recipe collections from the Mr. Food Test Kitchen, as well as top bloggers from around the country.”

Visit the new blog:

<http://www.mrfood.com/blog/mf/>

Our Website Traffic Is Up

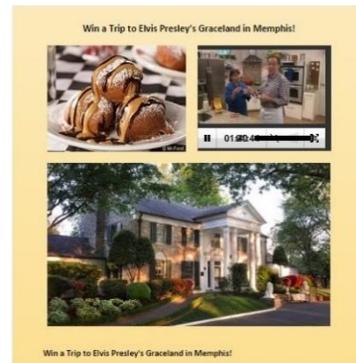


Since this time last year, we’ve had a more than 10 percent increase in page views on Mrfood.com. The average time spent on the site has increased as well, showing a very engaged consumer. It all comes from being one of the country's fastest growing recipe websites with millions of page views weekly and more than 1.8 million unique visitors monthly. Our active newsletter subscriber numbers are also stronger than ever. We have nearly 800,000 subscribers to our e-newsletters, “Quick & Easy Everyday Cooking” and “Just Desserts” from MrFood.com and “Quick & Easy Diabetic Recipes” from our sister site, EverydayDiabeticRecipes.com.

Thousands Enter Sweepstakes

Who could possibly be a bigger Elvis fan than the Mr. Food Test Kitchen? Apparently our viewers. Our latest sweepstakes, offering a trip for two to Elvis Presley’s Graceland in Memphis, attracted entries in the thousands—28,587 to be exact. In addition to the grand prize trip (featuring a stay at Elvis Presley’s Heartbreak Hotel, \$1,000 for travel, two Graceland Platinum Tour tickets and more), there was a runner-up prize of the *Elvis: R&B* CD awarded to five lucky fans.

We’d like to thank the staff at Elvis Presley’s Graceland for making this prize package possible. If you have a brand or product you’d like featured in a



giveaway on MrFood.com, contact our website editor, Merly Mesa, at mmesa@mrfood.com.