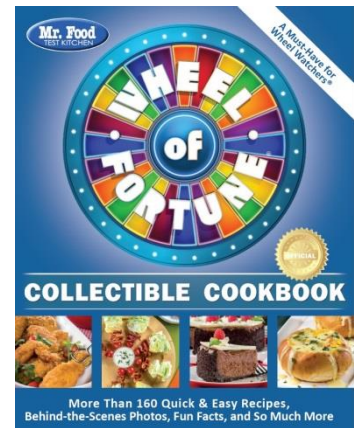




The Mr. Food Test Kitchen to Launch Wheel of Fortune® Collectible Cookbook live on QVC October 11, 2015

It's finally here! After a year of development, including triple-testing recipes, the official *Mr. Food Test Kitchen – Wheel of Fortune Collectible Cookbook* is set to launch on QVC Sunday, October 11 at Noon ET on “In the Kitchen with David”. In addition to being a great value for families looking for tasty, quick and easy recipes, this cookbook is a keepsake stuffed with fun facts, stories and photos from Wheel of Fortune. Inside readers will find:



- Never-before-seen, behind-the-scenes photos from the show
- Insider information about the show and fun facts
- Anecdotes, recipes and stories from Wheel's extended family
- A photo timeline of Vanna's wardrobe on the show over the years
- A photo evolution of the iconic Wheel and puzzleboard
- Simple, tasty recipes ranging from the show-stopping **Stacked Spin-tacular Party Cake** to the everyday favorite **Wheely Good Mac & Cheese**
- Delicious recipes from 12 talented home cooks who won our viewer recipe contest

Plus, ordering from QVC during this exclusive pre-launch ensures that viewers receive their copies before the official launch date in November.

“We are so excited to be launching this cookbook on QVC,” says Howard Rosenthal, COO and on-air talent for the Mr. Food Test Kitchen. “Our viewer demographics are similar, and the live venue allows us to share the breadth of this book with viewers. It’s especially important with this book because it’s really like two books in one. First, you have all this insider content and behind-the-scenes photos that make it a collector’s item. Second, it’s jam-packed with more than 160 quick and easy recipes inspired by Wheel of Fortune and tested by the Mr. Food Test Kitchen, which is a brand viewers have learned to trust.”

Since this book makes such a great holiday present, early indications suggest that many people will be purchasing multiple copies so they can keep one for themselves while gifting others to the Wheel Watchers in their lives. Let’s face it: We all know SOMEONE who watches Wheel of Fortune (the most successful syndicated show in the history of television). There are more than 160 recipes inspired by the show and more than 300 photos, many never-before-seen, inside this collector’s item. With this cookbook, everyone is a winner.

PUBLICATION INFORMATION

Title: *Mr. Food Test Kitchen – Wheel of Fortune Collectible Cookbook*

Pages: 252

Retail Price: \$21.95

Where to Buy: Available for Pre-Orders on QVC on Sunday, October 11th

Additional information, recipes and interviews available upon request.

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About Wheel of Fortune®:

Wheel of Fortune has been the number one syndicated game show since its inception and has earned seven Emmy Awards, including a Daytime Emmy for Outstanding Game/Audience Participation Show. With more than 26 million viewers per week, syndication's most successful series continues to attract a larger audience than many primetime television shows. **Wheel of Fortune** is produced in High Definition by Sony Pictures Television, a Sony Pictures Entertainment Company. It is distributed domestically by CBS Television Distribution and internationally by CBS Studios International, both units of CBS Corp.

About Mr. Food Test Kitchen:

The Mr. Food Test Kitchen is an established, diversified, media brand that has championed the benefits of quick and easy cooking at home for more than 30 years. Today, the Mr. Food Test Kitchen TV segment is nationally syndicated through CBS Television Distribution, boasting a daily audience of millions of viewers between broadcast and TV digital platforms. Through its publishing division, Cogen, Inc., the Mr. Food Test Kitchen has sold millions of books, making it one of the nation's most successful cookbook authors. In addition to print and video, the Mr. Food Test Kitchen hosts two websites, MrFood.com, one of the country's fastest growing recipe websites and EverydayDiabeticRecipes.com, which has seen double digit growth year after year with a combined viewership of more than 100 million page views last year alone. (www.mrfood.com)