

**FOR RELEASE**

**MR. FOOD BROADCAST DIVISION EXPANSION  
INTEGRATES MRFOOD.COM SPONSORSHIP OPPORTUNITIES  
FOR TV. AFFILIATES**

**Fort Lauderdale, FL** (August 2011) —The Mr. Food Broadcasting Division which produces the Mr. Food nationally syndicated TV news segment distributed by CBS Worldwide Distribution and seen in over 120 TV markets, is pleased to announce an innovative TV affiliate sponsorship program. This ground-breaking concept was created via the multi-platform integration of the Mr. Food TV segment and the free Mr. Food eNewsletter associated with MrFood.com; specifically to offer it's TV affiliates a means of generating revenue beyond traditional broadcasting.

Chief Operating Officer, Howard Rosenthal elaborates: "As our economy has weakened local affiliate advertising revenue over the last several years, this opportunity is means for TV stations to be able to integrate the Mr. Food news insert into their programming since it is profit center rather than an expense. The big growth for many stations today are their websites and the viewer's desire for Mr. Food quick and easy recipes seems to be a catalyst of this unprecedented growth."

The Mr. Food eNewsletter contains fresh online content including the TV Recipe and streaming video of the day, along with additional recipes, video and photos that engage reader. It is distributed 6 days a week reaching over a half a million opt-in subscribers in less than 15 of months of its initial launch and continues unprecedented record growth.

" According to Sarah Schiear, Mr. Food's Website Editor, "Since its inception we have noted that MrFood.com has had an overall 369% increase in unique visitors and 252% growth in page views."

TV affiliates seeking to engage their viewers on their websites can sponsor the Mr. Food eNewsletter which can be customized on a market by market level with their station logo, information about local programming or local sponsors can generate advertising revenue for their local affiliate via this opportunity.

For more information regarding this multi-platform program please contact Chief Executive Officer of the Mr. Food Brands, Steve Ginsburg at [sginsburg@mrfood.com](mailto:sginsburg@mrfood.com) or 954-938-0400 ext. 316.

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About The Mr. Food Brands

The Mr. Food Brands are based on the philosophy and personality of founder, Art Ginsburg. It is comprised of its highly regarded Test Kitchen, production facility and editorial/marketing team making it one of the nations leading providers of quick and easy recipes and engaging multi-media content. For over 30 years it has stood the test of time earning the trust of America by consistently delivering tasty solutions to everyday kitchen-related problems.