



FOR IMMEDIATE RELEASE

MR. FOOD WELCOMES NEW STATIONS TO EXPANDING TV MARKET LINE-UP

Audience Reach Increases To More Than 2.75 Million Daily Viewers

Fort Lauderdale, FL (June 11, 2012) – Ginsburg Enterprises, Inc. (**GEI**) producers of the 90 second daily Mr. Food TV segment which is nationally syndicated by CBS Worldwide Distribution is pleased to announce the following additions to their already powerful line-up of **TV Markets**.

WCNC-TV– Charlotte, NC

WFMY-TV– Greensboro, Winston-Salem & High Point, NC

NECN – MA, CT, RI, VT, NH, ME

Encompassing more than 2.75 million daily viewers, Mr. Food has become a clear industry leader in providing entertaining and informative food-related programming and multi-media content on mrfood.com and via its flourishing publishing division.

CEO, Steve Ginsburg, is pleased to welcome the new stations which cover a vast geographical area, on board. "I look forward to providing all of them with additional information and assistance in order to best utilize the popularity of the Mr. Food brand to increase local viewership."

Howard Rosenthal, COO who also co-hosts the new Mr. Food Test Kitchen segments with **Art Ginsburg** a.k.a. Mr. Food sees this trend toward increased growth and interest in cooking television programming, due to the challenges of the economy spiking more people to save money by eating at home more.

Both Ginsburg and Rosenthal expect to see additional stations come on board or renew their current contracts by the end of the year, promising that an even larger portion of American's will be saying "OOH IT'S SO GOOD!!"®

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About the Mr. Food® Brand

Mr. Food is an established brand that keeps reinventing itself as it continues to grow. Today, the Mr. Food TV segment is nationally syndicated through CBS Worldwide Distribution on 125+ TV stations, with a daily audience of over 2.75 million viewers. Its publishing division (with millions of books sold) continues to successfully create cookbooks to help the home cook get in and out of the kitchen with ease. The success of the brand is based on triple-tested recipes developed in the Mr. Food Test Kitchen while strictly adhering to their "Quick & Easy" philosophy. MrFood.com is one of the nation's fastest growing recipe websites with millions of page views weekly and over 1 million monthly unique visitors. On top of that the "Quick & Easy Everyday Cooking" e-newsletter engages hundreds of thousands of subscribers on a daily basis.