

TASTE BOOK

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FOR IMMEDIATE RELEASE

TasteBook and FoodNetwork.com Ink Deal

Now Anyone Can Create Beautiful, Personalized Cookbooks Filled with Favorite Recipes from Food Network Kitchens

BERKELEY, CA and NEW YORK — MAY 28, 2008 — TasteBook—the best place on the web to design personalized hardcover cookbooks, organize your online recipes, and share recipes with friends—and FoodNetwork.com—the No. 1 Web site in food & cooking—today announced a deal that will allow TasteBook users access to Food Network Kitchens recipes and give FoodNetwork.com users the option to create their own custom TasteBooks.

Now, home cooks everywhere can create TasteBook personalized cookbooks filled with their favorite recipes from Food Network Kitchens, a unique group of talented food professionals who are passionate about food and work alongside Food Network's on-air chefs.

Getting started is easy: visit <http://www.foodnetwork.com/tastebook>, choose your favorite Food Network Kitchens recipes, add personal recipes and photos, select a favorite cover image and create a title.

"We're committed to giving our users access to the best recipes available anywhere," said Kamran Mohsenin, CEO and founder of TasteBook. "Our partnership with FoodNetwork.com means anyone can now create TasteBooks with top recipes from the kitchen experts at FoodNetwork.com."

"At FoodNetwork.com we strive to provide the best food and cooking solutions through recipes, information, entertainment and an excellent online experience," said Deanna Brown, president of the interactive group at Scripps Networks.

“Extending the create your own TasteBook option to FoodNetwork.com users offers a great solution for home cooks and is one more way for our audience to interact with the Food Network brand.”

Beginning today, anyone can:

- **Select from pre-made TasteBooks** created by the editors at Food Network, including *Ultimate Chicken Collection* and *Grilling Essentials*.
- **Customize** a Food Network cookbook using TasteBook’s easy personalization tools—add or delete recipes, upload personal recipes and photos, and create a personal title.
- **Choose from** more than 75 professional images for your cover, including exclusive Food Network designs.
- **Find** your favorite Food Network Kitchens recipes on TasteBook.com.
- **Share recipes** and cookbooks with friends and family online.

Create a TasteBook today by visiting Tastebook.com or FoodNetwork.com to get started. Using the TasteBook service is free and a personal cookbook starts at \$19.95. Each TasteBook holds up to 100 recipes. Order them all at once or in batches. It’s easy to add more pages to TasteBook’s expandable hardcover binder system anytime.

About TasteBook

TasteBook (www.tastebook.com) is the best place on the web to create personal hardcover cookbooks, easily organize recipes, and share favorite recipes with friends. TasteBook gives you access to the best recipes available anywhere. Search more than 50,000 recipes from leading recipe websites, including Allrecipes.com, Epicurious.com and Food Network, upload your own favorites, or shop professionally edited TasteBooks created by top cookbook authors and food editors. It’s fun and easy to create keepsake-quality cookbooks, complete with customized covers for yourself and others. Headquartered in the Bay Area’s food epicenter, Berkeley, CA, TasteBook was founded in February 2007 by Kamran Mohsenin, co-founder of Ofoto (now the Kodak Gallery), and Greg Schroeder, chief technical architect of Ofoto.

About Scripps Networks

The award-winning Web sites created and supported by the Scripps Networks interactive group attract a monthly average of 18 million unique visitors and are category leaders in the food, home and living space online. The Scripps Networks online properties—Web sites HGTV.com, FoodNetwork.com, DIYnetwork.com, FineLiving.com, GACTV.com, Recipezaar.com HGTVPro.com; and the newest FrontDoor.com—are not only extensions of Scripps Networks leading lifestyle brands, providing users programming information and additional instructional content, but also exciting destinations for original content, engaging video and powerful interactive tools. (<http://www.scrippsnetworks.com>)