

TASTE BOOK

Hello!

Please enjoy this TasteBook filled with festive holiday recipes.

A TasteBook is the perfect Holiday Gift for under \$30. It's an affordable & meaningful personalized gift—add personal recipes and photos, design a cover, and add a customized dedication page for a personal touch. I hope you'll be inspired to feature TasteBook in upcoming gift and product guides.

For more information and to download images go to http://www.tastebook.com/press_room/. Or, feel free to contact me directly. I'm happy to provide a coupon code for a free TasteBook, so you can create your own from scratch.

Best regards,

Dana Smith

Dadascope Communications for TasteBook

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dana@dadascope.com

The Perfect Holiday Gift for under \$30.

SEARCH

“A Cookbook for the Google Generation.” —Concierge.com

ORGANIZE

“iTunes for recipes” —DailyCandy

CREATE

“Create personalized, hardcover cookbooks in a flash.” —DailyCandy

GIFT

“A great, personalized holiday gift.” —ChicagoTribune.com

EASY

“It’s really simple!” —CNN “American Morning”

DISCOVER MORE THAN 100,000 RECIPES FROM YOUR FAVORITE
MAGAZINES AND WEB SITES AT TASTEBOOK.

epicurious



FOOD & WINE

Better
Homes
and Gardens

myrecipes

all recipes[®]
.com

Better Recipes[®]
.com

CookingLight[®]

Sunset

COASTAL
LIVING

Southern Living

cottageliving

Oxmoor
HOUSE[®]

101cookbooks

 Simply Recipes[®]

TASTE BOOK

Welcome to TasteBook (www.tastebook.com), the best place on the web to discover, organize and share favorite recipes—then turn them into beautiful personal hardcover cookbooks.

Search more than 100,000 recipes from major lifestyle magazines and leading recipe websites, upload your own favorites, or shop professionally edited TasteBooks created by top cookbook authors and food editors.

On TasteBook, you'll find recipes from top recipe sites and magazines:

- [101Cookbooks](#)
- [Allrecipes.com](#)
- [Better Homes and Gardens](#)
- [BetterRecipes.com](#)
- [Coastal Living](#)
- [Cooking Light](#)
- [Cottage Living](#)
- [Epicurious.com](#)
- [Food & Wine](#)
- [FoodNetwork.com](#)
- [MyRecipes.com](#)
- [Simply Recipes](#)
- [Southern Living](#)
- [Sunset](#)

A TasteBook is the perfect Holiday Gift under \$30. It's an affordable and meaningful personalized gift—add personal recipes and photos, design a cover, and add a customized dedication page for a personal touch.

Whether you're putting together a TasteBook of **seasonal menus, holiday treats, or family favorites**, or simply **organizing your "weekday recipes" in one convenient place**, now it's "iTunes easy" to create keepsake-quality personal cookbooks. Complete with **customized covers and personal photos**, each TasteBook becomes a **perfect gift for any occasion or holiday—from Christmas and Hanukah to bridal showers, family reunions and Mother's Day.**

Using the TasteBook service to discover, organize, and share recipes is free. A TasteBook 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.

Headquartered in the Bay Area's culinary epicenter, Berkeley, CA, TasteBook launched October 2007.

TASTEBOOK™ simple. delicious. yours. PRE-HOLIDAY SALE: SPEND \$75 & SAVE \$15! COUPON CODE: PREHOLIDAY offer details. HELP SIGN IN JOIN

MY HOME CREATE SHARE SHOP HOW IT WORKS Search over 100,000 recipes

View Gift Guide By: Recipe Site Find TasteBooks by: Recipe Site

the holiday gift guide

- Best of 2008
- for the Holiday Chef
- for the Kids & Family
- for the Perfect Hostess
- for the Rookie Chef
- for the Organic & Healthy
- for the Dessert Maven
- for the International Gourmet
- View all...

gift certificates shop by category

PRE-HOLIDAY SALE save \$15 on orders of \$75 or more offer details

THE TASTEBOOK HOLIDAY GIFT GUIDE

The perfect gift. Unique. Personalized. Easy.

- Shop our gift guide below
- Create a stunning cookbook
- Personalize the title & cover
- Add recipes and photos
- Free gift wrap with every book

SHOP STARTER TASTEBOOKS WITH 50 RECIPES, MADE FOR EASY GIFTING:

- best of 2008
- for the holiday chef
- for the kids & family
- for the perfect hostess
- for the rookie chef
- for the organic & healthy
- for the dessert maven
- for the international gourmet

View all +

Shop the TasteBook Holiday Gift Guide!



Shop themed starter TasteBooks with 50 recipes pre-selected by top food editors—for easy gifting.



Give a Gift Certificate. Let your friends express their own great taste. Available in \$25, \$50, and \$100.



Dedicate it to the ones you love. Add a personalized dedication page.



Free holiday gift wrap. Beautiful green wrapping paper with personalized label.

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>)

TASTE BOOK

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FOR IMMEDIATE RELEASE

Allrecipes.com Partners with TasteBook to Introduce Personalized Allrecipes Cookbooks

25,000 Recipes from the Number One Food Community Site Now Available to Collect in Beautiful, Customized Hardcover Cookbooks

BERKELEY, CA and SEATTLE — MAY 13, 2008 — TasteBook (tastebook.com)—the most convenient place on the web to design personalized hardcover cookbooks, organize your online recipes, and share recipes with friends—and Allrecipes.com—the world’s largest social network of food and entertaining enthusiasts—today announced their partnership offering home cooks the ability to assemble and personalize their favorite Allrecipes cookbooks. The new partnership gives home cooks access to more than 25,000 user-generated recipes on the Allrecipes site to use to create a personalized cookbook collection. Anyone can easily create a custom cookbook filled with their favorite recipes from the Allrecipes site, add their personal recipes and photos, select a favorite cover image and create their own title.

“We are extremely excited that Allrecipes’ engaged community of food lovers will be able to create and personalize Allrecipes cookbooks using the TasteBook service,” said Kamran Mohsenin, CEO and founder of TasteBook. “With TasteBook’s simple drag-and-drop interface and easy-to-use tools, personalizing your Allrecipes cookbook is as easy as baking a cake.”

“A personalized cookbook gives our users a way to design a special gift, share favorite recipes with family and friends, and organize their most-used recipes,” said Lisa Sharples, president of Allrecipes.com. “TasteBook provides convenient

tools so anyone can personalize a recipe collection chosen from more than 25,000 free recipes contributed, reviewed and shared by millions of home cooks.”

Beginning today, anyone can:

- **Select from pre-made TasteBooks** created by the editors at Allrecipes, including these titles:
 - Make It Easy, Make It Fast!
 - Allrecipes’ All-Time Favorites
 - Allrecipes’ Grilling & BBQ
 - Summer’s Best Desserts
 - Farmer’s Market Favorites
 - Allrecipes’ Cookies
 - Friends, Family & Brunch
 - Make Mine Tex Mex
- **Customize an Allrecipes cookbook** using TasteBook’s easy personalization tools—add or delete recipes, upload personal photos, and create a personal title.
- **Choose from over 75 professional images** for your cover, including exclusive Allrecipes designs.
- **Search over 25,000 Allrecipes recipes** on TasteBook.com and add them to any personal cookbook.
- **Share recipes and cookbooks** with friends and family online

Create a TasteBook today by visiting tastebook.com or allrecipes.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.

To celebrate this new partnership, anyone who signs up for TasteBook can receive in the mail a set of ten free recipes selected by Allrecipes editors.

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 and Epicurious.com, 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 Allrecipes.com

Allrecipes, the world's largest social network of food and entertaining enthusiasts, receives more than 175 million annual visits from users who share and download recipes, reviews, photos, personal profiles, and meal ideas. For more than 10 years, the Seattle-based site has served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, everyday and holiday meal solutions, practical cooking tips and food advice. As the fastest-growing independent food Internet site, and part of the Reader's Digest Association, Inc. food and entertainment division, Allrecipes provides insights into the kitchens and cooking passions of home cooks everywhere. For additional information regarding Allrecipes, please visit www.allrecipes.com.

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Create personal cookbooks for every season, holiday, or special occasion

Organize your favorite online recipes and your own personal recipes

Share recipes and TasteBooks with friends and family

Shop our professionally edited TasteBooks curated by top cookbook authors and food editors

Search more than 100,000 recipes from major lifestyle magazines and leading recipe websites

Add your own recipes and photos

TASTE BOOK

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FOR IMMEDIATE RELEASE

Introducing TasteBook. The Cookbook Remixed.

BERKELEY, CA—OCTOBER 24, 2007—Launched today, TasteBook (www.tastebook.com) is the only place on the web where food and cooking enthusiasts can create personal hardcover cookbooks, organize all their online recipes, and share favorite recipes with friends.

“The recipes we collect are expressions of our individual tastes and cultures,” said Kamran Mohsenin, CEO and founder of TasteBook. “That’s what TasteBook is all about—creating personal cookbooks that celebrate, savor, and honor those traditions.”

At launch, you will be able to search more than 25,000 recipes from Epicurious.com as well as premixed TasteBooks created by top cookbook authors and Epicurious editors. Coming next year, TasteBook visitors will be able to access recipes from other popular websites as well; No matter which online recipe service you prefer, you’ll always find the best recipes available anywhere on TasteBook.

With TasteBook’s simple drag-and-drop interface, making a personal cookbook is as easy as creating a “playlist” for your recipes. Complete with customized covers, each personal cookbook is a unique gift for the holidays or any occasion—from bridal showers and family reunions to Mother’s Day—and includes:

- **100 recipes:** Order them all at once or in batches. It’s easy to add more pages anytime.
- **Custom covers:** Choose a beautiful cover image and edit the title of your cookbook.
- **Cooking notes:** Add helpful hints, cooking tips, and personal notes to any recipe.
- **Colored tabs:** Organize your recipes any way you want with ten tabbed chapters.
- **The perfect gift:** Create one for bridal showers, family reunions, and holidays.

Introducing TasteBook. Take a look inside.

Hardcover book.
Easy-open binder makes it simple to add recipes anytime.

100 recipes.
Each TasteBook includes up to 100 recipes you can order all at once or a few at a time.

Colored tabs.
Organize your recipes any way you want with ten tabbed chapters.

Cooking notes.
Add helpful hints, cooking tips, and personal notes to any recipe.

The perfect gift.
Create a TasteBook as a perfect gift for a holiday or special occasion.

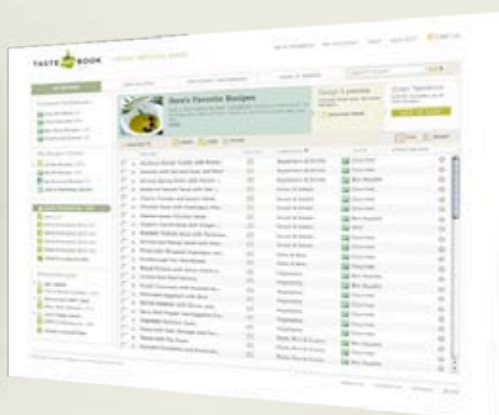


WATCH DEMO

GET STARTED



\$29.95 includes 100 printed recipes you can order anytime.



Whether you're putting together a TasteBook of seasonal menus, holiday treats, or family favorites, or simply organizing your recipes in one convenient place, TasteBook makes it fun and easy to create keepsake-quality cookbooks in three simple steps:

1. **Just add recipes:** Build your recipe library with your favorite online recipes, browse the premixed TasteBooks, or add your own personal recipes.
2. **Design your cover:** Choose from over 40 beautiful, high-quality cover images and edit the title of your cookbook.
3. **Preview and order:** Preview your book online before ordering. The price of each TasteBook includes 100 recipes; you can order them all at once or over time. It's easy to order additional recipes individually or in batches. The easy-open binder and pre-punched pages make it simple to add more recipes to your TasteBook anytime.

Anyone can create a TasteBook today by visiting www.tastebook.com to get started. Using the TasteBook service is free, and a personal cookbook filled with up to 100 recipes costs \$34.95.

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. Search more than 25,000 recipes from Epicurious.com and top food web sites, upload your own favorites, or shop premixed TasteBooks created by top cookbook authors and Epicurious editors. Coming soon, TasteBook visitors will be able to access recipes from other popular websites as well; No matter which online recipe service you prefer, you'll always find the best recipes available anywhere on TasteBook. It's fun and easy to create keepsake-quality cookbooks, complete with customized covers and personal photos, for yourself and others. Headquartered in the Bay Area's food epicenter, Berkeley, CA, TasteBook launched October 2007. 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.

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TASTE BOOK

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FOR IMMEDIATE RELEASE

CondéNet Makes Strategic Investment in TasteBook, Combining Web Content with Print-on-Demand Technology to Deliver Personal Books

Separately, Today TasteBook and Epicurious.com Announce Partnership to Turn Your Favorite Online Recipes into Beautiful and Personal Hardcover Cookbooks in Minutes

NEW YORK, NY and BERKELEY, CA — OCTOBER 24, 2007 — CondéNet, the leading creator and developer of upscale lifestyle brands online, has made a financial investment in TasteBook (www.tastebook.com), a new online service that enables users to create personal books from their favorite online content. TasteBook, which launches its service today, was founded in February 2007 by Kamran Mohsenin, co-founder of Ofoto (now the Kodak Gallery), and Greg Schroeder, chief technical architect of Ofoto. Financial terms of the deal were not disclosed.

Separately, TasteBook is launching with the partnership of CondéNet's food Web site, Epicurious.com, allowing users to create personal hardcover cookbooks from Epicurious.com's 25,000 editor-tested recipes. Epicurious.com represents the first partner for TasteBook in the food world.

"TasteBook is a smart, young company and we are delighted to be both an investor and their first content partner," said Sarah Chubb, president of CondéNet. "Combining Epicurious.com's editor-tested recipes with the TasteBook management team's proven track record in online services and print-on-demand technology makes this partnership a recipe for success."



photos credits from top left to bottom right: ALISON MIKSCH, DANA GALLAGHER, RICHARD JUNG, JONELLE WEAVER, RITA MAAS, PORNCHAI MITTONGTARE, LEIGH BEISCH, CON POULOS, ANN STRATTON, ALISON MIKSCH, LEIGH BEISCH, E. JANE ARMSTRONG.

“CondéNet’s world-class brands and content make them the perfect long term partner as we realize our vision for an entirely new kind of book,” said Kamran Mohsenin, CEO and founder of TasteBook. “Our partnership with Epicurious is a terrific kick-off to our relationship with CondéNet. It’s the perfect pairing.”

The Epicurious.com and TasteBook Application

Registered Epicurious.com members can now instantly import their My Epi Recipe Boxes to TasteBook. In addition, by logging onto TasteBook, users will have access to more than 25,000 editor-tested recipes from Epicurious and may upload their personal recipes. With TasteBook’s simple drag-and-drop interface, making a personal cookbook is as easy as creating a “playlist” comprised of recipes. Details like cover art and title are also customizable.

Anyone can create a TasteBook today by visiting www.tastebook.com or www.epicurious.com to get started. Using the TasteBook service is free, and a personal cookbook filled with up to 100 recipes costs only \$34.95.

About CondéNet:

CondéNet is the leading creator and developer of upscale lifestyle brands online, providing enjoyable, useful services that build upon the heritage of the world’s most prestigious magazines. The company publishes online properties in the categories of fashion (STYLE.COM), men’s lifestyle (MEN.STYLE.COM), food (Epicurious.com), travel (Concierge.com), and teen (Flip). CondéNet is an Internet unit of Condé Nast Publications.

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. Search more than 25,000 recipes from Epicurious.com and top food web sites, upload your own favorites, or shop premixed TasteBooks created by top cookbook authors and Epicurious editors. Coming soon, TasteBook visitors will be able to access recipes from other popular websites as well; No matter which online recipe service you prefer, you’ll always find the best recipes available anywhere on TasteBook. It’s fun and easy to create keepsake-quality cookbooks, complete with customized covers and personal photos, for yourself and others. Headquartered in the Bay Area’s food epicenter, Berkeley, CA, TasteBook launched October 2007. 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.

Organize recipes.

Search more than 100,000 recipes from your favorite magazines and web sites.

Add personal recipes & photos.

Shop themed starter TasteBooks.

Design & preview your book.

Choose from more than 75 gorgeous covers.

Write your own title.

Create a customized dedication page.

Order your TasteBook.

Up to 100 recipes, starting at \$19.95.

Order the recipes all at once or over time. It's easy to add recipes to TasteBook's hardcover expandable binder.





TasteBook FAQ

What is TasteBook?

TasteBook (www.tastebook.com) is the best place on the web for food and cooking enthusiasts to discover, organize, and share favorite recipes—then turn them into beautiful personal hardcover cookbooks.

What is a “personal cookbook”?

A TasteBook personal cookbook is a beautiful, high-quality hardcover book filled with up to 100 of your favorite recipes beautifully printed. The easy-open binder makes it simple to add more recipe pages anytime.

- **Custom covers:** Choose a beautiful cover image and edit the title of your cookbook.
- **Cooking notes:** Add helpful hints, cooking tips, and personal notes to any recipe.
- **Personal photos:** Upload your own pictures along with your personal recipes.
- **Colored tabs:** Organize your recipes any way you want with ten tabbed chapters.
- **The perfect gift:** Create one for bridal showers, family reunions, and holidays.

Where do the recipes on TasteBook come from?

You can search more than 100,000 recipes from major lifestyle magazines and leading recipe websites, upload your own favorites, or shop professionally edited TasteBooks created by top cookbook authors and food editors.

On TasteBook, you'll find recipes from top recipe sites and magazines:

- **101Cookbooks**
- **Allrecipes.com**
- **Better Homes and Gardens**
- **BetterRecipes.com**
- **Coastal Living**
- **Cooking Light**
- **Cottage Living**
- **Epicurious.com**
- **Food & Wine**
- **FoodNetwork.com**
- **MyRecipes.com**
- **Simply Recipes**
- **Southern Living**
- **Sunset**

It's easy to find the best recipes available anywhere on TasteBook:

- **Browse** our professionally edited TasteBooks
- **Search** more than 100,000 professionally tested recipes
- **Add your own** personal recipes to your recipe library

How do I make a TasteBook personal cookbook?

Anyone can create a TasteBook in three simple steps:

1. **Just add recipes:** Build your recipe library with your favorite online recipes, browse the professionally edited TasteBooks, or add your own personal recipes.
2. **Design your cover:** Choose from more than 75 beautiful, high-quality cover images and edit the title of your cookbook.
3. **Preview and order.**

What else can I do with TasteBook?

Whether you want to discover new recipes from the best magazines and recipe websites, organize your online recipe library, share favorites with friends and family, or create a personal cookbook, TasteBook makes it simple.

- **Discover** the best recipes from major lifestyle magazines and leading recipe websites
- **Organize** your favorite online recipes and your own personal recipes
- **Share** recipes and TasteBooks with friends and family
- **Create** personal cookbooks for every season, holiday, or special occasion
- **Shop** our professionally edited TasteBooks curated by top cookbook authors and food editors

Can I add photos to my TasteBook?

Yes, you can upload personal photos with your own recipes. In addition, thousands of the recipes you find on TasteBook include beautiful color photos.

How long will it take for me to receive my TasteBook?

You can typically expect to receive your TasteBook within 5-7 days of placing your order.

How long does it take to create a TasteBook?

You can create a TasteBook in just minutes or simply buy a premixed TasteBook with 50 editor-selected recipes that you can finish on your own whenever you choose. The best part is you don't have to finish a TasteBook to order it since its simple to add more recipes over time.

How much does a TasteBook cost?

TasteBooks can be filled with up to 100 recipes and start at \$19.95.



The TasteBook Team

Kamran Mohsenin, Founder / Chief Executive Officer

Kamran is a serial entrepreneur with a decade-long passion for building web services. His fourth company, TasteBook is the perfect cocktail of web services and his other passion, cooking. Prior to starting TasteBook, Kamran co-founded Ofoto, the world's leading online photo service with over 45 million members. After Ofoto was acquired by Kodak (and renamed the Kodak Gallery), Kamran continued to tinker with, reinvent, and often disrupt the status quo to create a number of new products and services. Prior to Ofoto, Kamran founded Tunes Network, an early pioneer in the online music category. With a small team, Tunes Network created the world's first click-and-play music recommendation engine with over one million licensed samples. Tunes was later acquired by JamTV Networks, producers of Rollingstone.com. Kamran started his first company at 24 to develop and direct market hardware products for the Macintosh. He holds a B.S. in Mechanical Engineering from Carnegie-Mellon University.

Greg Schroeder, Founder / Chief Technology Officer

As chief technology officer of TasteBook, Greg oversees all technical aspects of the company, from web site development to fulfillment processes. Prior to founding TasteBook, Greg served as chief technology officer of GoFish Corporation. He was also chief architect and director of systems integration/new business at the Kodak Gallery (formerly Ofoto). Greg has over 22 years of experience in the technology field and has held key managerial and technical leadership positions in several companies across a variety of industries, from enterprise solutions to application service providers to relational databases. Greg attended Harvard and UCLA, graduating with degrees in Linguistics and Computer Science.

David Geary, Vice President, Partnerships & Strategy

David Geary is responsible for growing TasteBook's business via strategic partnerships and marketing efforts. He comes to TasteBook from Pureplay, an online multi-player game company where he was responsible for strategic partnerships and advertising services. Prior to that, David spent over six years in executive roles at the Kodak Gallery (formerly Ofoto), where he led business development and later launched Kodak's mobile services business. David has held business development and marketing management roles at several start-ups and Fortune 500 companies, including AOL, When.com (sold to AOL) and CyberCash. He began his career as a management consultant at the San Francisco Consulting Group and holds a B.A. from Stanford University.

Scott Briggs, Vice President, Operations

As vice president of operations, Scott is responsible for all aspects of the physical print fulfillment operations at TasteBook. Prior to TasteBook, Scott was responsible for the fulfillment operations at the Kodak Gallery (formerly Ofoto), building a distributed fulfillment infrastructure capable of delivering finished goods within three to four days anywhere in the US and in most major European countries. Scott has 22 years of experience providing printing solutions in the wholesale and on-demand printing marketplace. Having started his career at District Photo, Scott embraced digital printing in 2000 when he joined Ofoto and developed a strong passion towards digital product ideation and manufacture.

Lisa Gansky, Director, BOD

Lisa is a "marketect" and entrepreneur with a strong interest in building teams and breaking the edges of formerly happy business models. Most recently, she was co-founder of Ofoto (now the Kodak Gallery), and GM of Eastman Kodak's Digital Imaging Services division. Lisa is an advisor and/or board member for The Jane Goodall Institute, Dos Margaritas, Michelle Kaufmann Design, Makani Power, Instructables, Squidoo, Slide, Greener World Media, and New Resource Bank. In the nineties Lisa was CEO of Global Network Navigator (GNN), the first commercial web site and portal. When GNN was acquired by America Online in 1995, she continued on as VP of Internet properties and services, overseeing Webcrawler, GNN, AOL online advertising and e-commerce.

Kat McCabe, General Counsel

Most recently, Kat was Vice-President and General Counsel of Black Duck Software, based in Waltham, MA. In her role at Black Duck, Kat was a frequent public speaker on open source licensing and legal issues. Prior to Black Duck, Kat spent five years as General Counsel of Kodak Imaging Network, Inc. (formerly Ofoto), based in Emeryville, California. In that role, Kat was an active member of company's executive team and managed all legal matters in support of the company's online and mobile photography businesses in the US and Europe. Prior to Ofoto, Kat was in the licensing group of Fenwick & West, LLP and the business department of Farella, Braun & Martel LLP. Kat earned an AB in Modern Culture and Media from Brown University and a JD from Harvard Law School.

TASTE BOOK

Praise for TasteBook:

"As gifts, these make wonderful keepsakes."

Chicago Tribune, 6/4/08

"A gift that will melt her heart like butter."

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