

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."

“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 only place on the web where you can create personal hardcover cookbooks, easily organize recipes, and share favorite recipes with friends. With more than 25,000 recipes from Epicurious as well as premixed TasteBooks created by top cookbook authors and Epicurious editors, TasteBook gives you access to the best recipes available anywhere. 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.

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