

Tech Release

Strictly embargoed until 1500 hours BST, 21 July 2009



ALLRECIPES.CO.UK SHAKES UP IPHONES WITH NEW 'ALLRECIPES.CO.UK DINNER SPINNER' APPLICATION



Allrecipes.co.uk, the UK and Ireland's largest online community of home-cooks, today announced the launch of a localised UK version of the popular Allrecipes Dinner Spinner iPhone/iPod Touch application.

Allrecipes.co.uk Dinner Spinner app offers 1500 top-rated, delicious recipes, selected based on the search behaviours, ratings and reviews of visitors to Allrecipes.co.uk social media site. The application is free and available now at the iTunes store.

Dinner Spinner transforms the iPhone into the perfect culinary companion. The application places Allrecipes.co.uk at the forefront of the online food revolution using an easy-to-navigate, attractive application perfect for technophiles and technophobes alike featuring the iPhone's simple user interface and its multi-touch display. The new UK version of Dinner Spinner is customised with local unit measures and allrecipes.co.uk recipe content, community reviews, photos and ratings.

Launched December 2008, the US version of Dinner Spinner from Allrecipes.com, the world's number one food site, is currently the most popular food-focused iPhone/iTouch

application, boasting more than 1.3 million downloads to date. With one of 10 downloads coming from the UK, Allrecipes saw a natural opportunity to develop a Dinner Spinner version exclusively for UK and Irish cooks. Allrecipes.co.uk builds on this dynamic legacy by celebrating local food enthusiasts and their favourite recipes.

“The Allrecipes.co.uk Dinner Spinner combines innovative mobile technology in a fun, convenient app with proven appeal to iPhone fans,” said Lisa Sharples, President, Allrecipes.com. “We’re excited to launch the UK version and expect it to be just as popular with our more than 750,000 monthly unique visitors to Allrecipes.uk.co site, and a new mobile audience who will be interacting with us for the first time.”

Using the iPhone’s inbuilt accelerometer, Dinner Spinner allows users to ‘shake-up’ a selection of recipes at random—an alternative search feature that helps add an element of spontaneity to the ultimate question: “What’s for dinner tonight?”

Users can also lock in their ‘spin categories’ for a more customised browsing option. Dinner Spinner allows users to choose recipes by:

- Dish Type: mains, desserts, soups, drinks and more
- Ingredient: search for what’s in the cupboard or what’s on offer at the supermarket
- Time: quick and easy meals that take less than 30 minutes or those requiring dedicated kitchen time

About Allrecipes.co.uk

Allrecipes.co.uk, launched in July 2008, offers UK and Irish cooks of all skill levels a dynamic community and resource where they can discover and share food ideas through user-generated recipes, reviews, photos, tweaks, and profiles. Now the top food site for home cooks in UK/Ireland, the interactive site provides thousands of trusted recipes, everyday and holiday meal solutions, practical cooking tips, and food advice. One of six international versions launched in the past year by Allrecipes.com, the world’s #1 food site with more than 270 million annual visits from home cooks, Allrecipes.co.uk joins localized versions for Australia/NZ, France, Germany, Japan, and China.

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NOTES TO EDITORS

- High resolution images of the application are available from Colman Getty
- Dinner Spinner is compatible with iPhone and iPod Touch (iPhone OS 2.2 or later versions)

- Allrecipes.co.uk is a subsidiary of Reader's Digest UK
- Reader's Digest, a force in the UK marketplace for more than 60 years, is a renowned publisher of books, magazines, music collections and video. *Reader's Digest* magazine is the world's most widely read magazine, published in 50 editions in 21 languages

For more information about Reader's Digest please contact

Kirsten Dennis or Hannah Blake at Colman Getty

T 020 7631 2666

kirsten@colmangetty.co.uk / hannah@colmangetty.co.uk