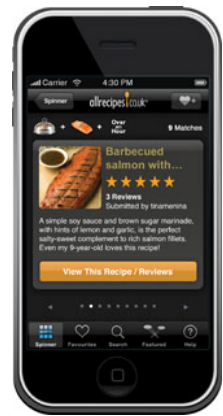


Trade Release

Strictly embargoed until 1500 hours BST, 21 July 2009



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



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

Fun, friendly and convenient, 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.

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/iPod application, boasting more than 1.3 million downloads to date.

Lisa Sharples, Allrecipes' President says, "When we noticed more than 20 percent of Dinner Spinner downloads coming from outside the U.S.—with one in 10 June installs coming from Great Britain—it was a natural to develop a UK-specific version.

Allrecipes.co.uk Dinner Spinner provides ad partners with another innovative channel for delivering product reminders right when consumers are thinking about what to cook for dinner.”

“Allrecipes.co.uk Dinner Spinner’s simple user interface and multi-touch display provides an attractive, easy-to-navigate application makes everyday tasks easier for hungry technophiles and technophobes alike, while providing savvy advertisers with a new vehicle for directly reaching consumers,” said Matthew Dacey, Digital Director, The Reader’s Digest Association Ltd. “We’re excited to launch the UK version and expect it to be hugely popular with our existing 750,000 UK and Ireland unique visitors, plus 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 – a search feature that helps to 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 that allows choosing recipes by dish type, ingredient and cooking time. The new UK version of Dinner Spinner is customised with local unit measures and allrecipes.co.uk recipe content, community reviews, photos, ratings and sponsor advertising.

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

- Matt Dacey, Digital Director from Reader’s Digest, is available for interview. Please contact Colman Getty
- 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 version)
- 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