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## Media Fact Sheet

FoodieView is an industry leading food portal featuring a unique recipe search engine providing convenient single-point access to the Internet's largest and highest quality collection of recipes for all tastes and preferences. From one single search point, this innovative recipe search engine queries more than one million top-quality recipes aggregated from ALL of the Web's premier cooking sites and blogs, including Epicurious.com, AllRecipes.com, Recipezaar.com and FoodNetwork.com. FoodieView's other useful features include a metro Restaurant Guide, comprehensive "Must Have" Cookbook Reviews, topical "Recipe Roundup" e-newsletters and other free tools and resources exclusively geared toward food, cooking and dining enthusiasts.

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*All information below as of March 2009*

Management:	Howie Wang, Founder and CEO Michele Robichaux, Vice President, Business and Legal Affairs
Founded:	2005
Headquartered:	San Diego, California
Mission Statement:	FoodieView continually strives to be the most useful and user-friendly online food destination leveraging best-of-breed search technology to offer the most convenient, comprehensive and highest quality recipe collection on the Web in combination with direct access to other relevant information resources.
Value Proposition:	Unlike general search engines that are not tailored specifically for recipes, and negating the need for inordinate amounts of time to be spent searching individual recipe Web sites one-by-one, FoodieView's proprietary recipe search engine technology pulls data from ALL of the Internet's most popular cooking sites simultaneously from one single, easy-to-use search tool with robust targeting capabilities. This innovative recipe search technology is paired with a wide assortment of other food, cooking and dining resources indelibly in demand by the "foodie" community, all offered through an intuitive and engaging user interface.
Key Features:	<ul style="list-style-type: none"><li>● One-Stop "Meta" Recipe Search Engine</li><li>● Recipe Box</li><li>● Multiple Social Networking Features (<i>"Foodie Friends," "Fridge Door," "Private Messaging," "Photo Gallery"</i>)</li><li>● Metro Restaurant Guide</li><li>● Must Have Cookbooks/Reviews</li><li>● "Recipe Roundup" e-Newsletters</li><li>● "Foodie Views of the Day"</li></ul>
Web Site:	www.FoodieView.com