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FOR IMMEDIATE RELEASE

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FoodieView.com Relaunches with the Internet's Largest and Highest Quality Collection of Recipes Among Other Tasty Features for Food, Cooking and Dining Enthusiasts

Industry leading online food portal relaunches with an enhanced user interface, expanded recipe search engine capabilities, multiple social networking features, major market restaurant guides, cookbook reviews, and 'Recipe Roundup' newsletters among other free food-related resources

SAN DIEGO, CA, February 24, 2009 – FoodieView – a leading food portal with a convenient “Google™ like” recipe search engine providing one-stop access to the Internet's largest and highest quality collection of recipes – today announced the launch of its redesigned Web site located at www.FoodieView.com. With this relaunch, food, cooking and dining enthusiasts enjoy direct, streamlined access to a vast compilation of best-of-the-Web recipes from one single, highly specialized search engine. This innovative tool is offered alongside FoodieView's other culinary resources, including a metro Restaurant Guide, Must Have Cookbook Reviews, “Recipe Roundup” editorial, robust social networking capabilities and more.

“With the overabundance of information available online today, finding quality food sites – and then accessing the information in those individual sites – has become more cumbersome and time consuming than ever before,” notes FoodieView founder Howie Wang. “We've changed all that by aggregating information from all of the leading online food sources into one cohesive site. Indeed, our specialized portal approach, which combines unique recipe search engine functionality with relevant information resources and an interactive community, provides single-point convenience that enables my fellow foodies to spend more time cooking, eating and socializing rather than hunting for food-related information online.”

Along with a more visually appealing graphical user interface, FoodieView's relaunched Web portal now boasts the following features and enhancements:

--Social Networking: By popular demand, food-o-philes may now interact with one another through FoodieView's array of social network features, which include the ability to add, view and edit “Foodie Friends,” a “Fridge Door” bulletin board system for public comments, Private Messaging, personal Photo Galleries, Restaurant Lists, Reviews Lists, Cooking book and gear wish lists, and more.

--One-Stop Recipe Search Engine: Negating the need to visit individual Web sites to search for recipes one by one, through FoodieView's unique and convenient recipe search engine users may quickly and easily query ALL of the Internet's leading recipe sites – including Epicurious.com, AllRecipes.com, Recipezaar.com, FoodNetwork.com as well as boutique food sites and key food blogs - simultaneously from one single search tool. Users may search by ingredient, keyword, dish name, cuisine, chef, special occasion, dietary program or restrictions and more. The search results are then sorted both by relevance and user rating, also presented

with additional “narrow down” refine search options, making it nearly effortless to find the most popular, promising recipes.

--**Recipe Box:** Once one or more recipes of interest are identified, this free Web tool allows users to store those recipes in a personal online “Recipe Box” for easy access at any time. Users may also share their personal Recipe Box through a dedicated Web link that may be easily sent to others via email.

--**Metro Restaurant Guide:** FoodieView takes the guesswork out of dining out with our comprehensive metro Restaurant Guide, which compiles “Best Of” lists and restaurant reviews from professional food critics, food bloggers, and regular folks just like you. Restaurants in 9 major markets - Boston, Chicago, Las Vegas, Los Angeles, New York, Orange County, San Diego, San Francisco, and Seattle - may be searched by name, or users may simply browse by cuisine category or geographic location. Users may also make lists and restaurant maps to share with others.

--**Must Have Cookbook Reviews:** To help our culinary constituents quickly locate cookbooks of interest, FoodieView offers a repository of cookbook reviews across a range of categories: Chinese, Japanese, French, Indian, Italian and General. Here users may read detailed cookbook descriptions, view cover artwork and ultimately click through to purchase those cookbooks of interest on Amazon.com.

--**“Recipe Roundup” e-Newsletters:** This weekly editorial feature spotlights the best of the food blogosphere. Each week a guest food blogger selects a delicious food topic and guides readers through his or her favorite recipes from all over the Web. The newsletters are sent to subscribers via email and are also archived on the FoodieView blog for continuous consumption.

--**“Foodie Views of the Day”:** Designed to gratify the visual cravings of FoodieView's visitors and to celebrate the beauty and artistry of food, this daily feature showcases the best food photography from around the blogosphere. For this feature, food bloggers, photographers and enthusiasts may submit pictures they wish to share with the foodie community. FoodieView then hand picks the cream-of-the-crop for this popular daily feature, with visitors enabled and encouraged to vote on their favorite images.

"With this relaunch, we intend to maintain FoodieView's position the most useful and user-friendly online food destination, while also providing the highest caliber recipe collection on the Web," continues Wang. "We know our formula of compiling best-of-breed online food resources, including a one-of-a-kind and extremely easy to use recipe search engine, resonates with the millions of time-starved foodies who hunger for an efficient means of culinary gratification."

About FoodieView, Inc.

Founded in 2005, FoodieView (www.FoodieView.com) 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 user-friendly 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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