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**EPICURIOUS.COM RECIPES ENHANCED BY WINE PAIRINGS FROM
SNOOTH.COM**

**Wine Recommendations Chosen Based on Ingredients, Cuisine,
and Cooking Method**

NEW YORK, July 15, 2009 – Epicurious.com, the most award-winning food site, has partnered with Snooth.com, a global hub for wine aficionados, to provide curated wine pairings for the site’s over 25,000 editor-tested recipes. Starting today, when users view Epicurious’s recipes (with the exception of kid-friendly and breakfast recipes), they will also see multiple wine suggestions for that recipe.

The pairings are chosen based on the recipe’s primary ingredients, type of cuisine, and preparation method. The Epicurious and Snooth teams worked together to emphasize affordability and availability; nearly all pairings feature nationally distributed brands and/or wines that cost less than \$20.

When users click on a wine pairing, they will be provided with a description of the wine, alongside additional information on the winery, winemaker, region, and varietal. They will also be able to compare prices from various online retailers and can buy recommended wines by clicking through to the retailer. The vast majority of wines suggested for pairings feature label photos. Many include ratings and reviews from major wine magazines and Snooth users.

“Epicurious users are incredibly passionate about cooking, and they want to know the perfect wine to pair with each culinary masterpiece,” according to Tanya Wenman Steel, editor in chief of Epicurious.com.

“Snooth has millions of wine reviews for hundreds of thousands of wines, and that depth of knowledge makes them the ideal partner to recommend the perfect wines to match our recipes.”

“We’re trying to democratize the wine experience and make finding good wine easier,” said Snooth CEO Philip James. “Now everyone has access to a

wide range of Epicurious recipes as well as a top-tier sommelier with the click of button.”

Advertising partners will have the opportunity to integrate into the wine pairing widget where they will be showcased in the “Featured Partner.” The Featured Partner wine will always be an appropriate choice for the recipe selected. Consumers will then have the option of learning more and/or purchasing this Featured Partner wine.

Epicurious.com is a Condé Nast Digital site. Condé Nast Digital is the leading creator and developer of upscale lifestyle and business brands online.

About Epicurious.com

Epicurious.com, a Condé Nast Digital site, is a premier award-winning food Web site, which incorporates more than 25,000 professionally tested recipes from the premier brands in food journalism, Gourmet and Bon Appétit, plus web-exclusive recipes from renowned cookbooks and chefs. In addition, there are 75,000 member-submitted recipes, and web-exclusive original content from Epicurious.com editors and leading food authorities around the world. Epicurious offers a wealth of articles and tips focused on cooking, entertaining, wine, cocktails, and shopping.

About Snooth

Snooth is the world’s largest wine site with over 500,000 monthly users. Launched in June 2007, Snooth is a free, highly interactive, social database of the world’s wines, offering both casual and expert wine drinkers the ability to search, obtain personalized recommendations, interact with fellow wine lovers, as well as seamlessly buy from a global network of over 11,000 merchants. Snooth’s massive database of 1 million wines and 2 million reviews, powers many third-party wine applications and functions as a central repository of wine data. Snooth is available on-the-go using its iPhone application.

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