



Press Announcement

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FOR IMMEDIATE RELEASE

EPICURIUS.COM COLLABORATES WITH JUICE WIRELESS ON EPI-TO-GO A FIRST OF ITS KIND MOBILE RECIPE APPLICATION

NEW YORK, Jan. 20, 2005 -- Epicurious.com, the premier food Web site, has teamed up with mobile data services market leader Juice Wireless to create and build Epi-to-Go, which launches January 19th. This revolutionary new feature will modernize grocery shopping by offering Epicurious.com readers the capability to download over 18,000 recipes from Bon Appétit, Gourmet, and other sources directly to their mobile phones.

Time-starved consumers can say "so-long" to cumbersome shopping lists. Now the convenient and user-friendly Epi-to-Go feature allows consumers to send recipes to their phone or PDA by simply clicking on the "tag for Epi-to-Go" button on the Epicurious.com site. With this free service, the user can tag as many or as few recipes as she likes. Once the user is ready to shop, she simply launches Epi-to-Go on her handset and retrieves her saved recipes. For any recipe, the shopper can view a complete ingredients list as well as preparation instructions.

Epi-to-Go ushers in a new era of connectivity and personalization in the wireless sphere. Along with the recipes, the user has access to recommendations and special offers related to the chosen recipe. For example, users can find the perfect wine to go along with Pan Seared Tuna with Ginger-Shitake Cream Sauce, or view special offers on tuna and shitake mushrooms. Both consumers and marketers benefit from this targeted advertising. For the first time ever, marketers will be able to deliver ads specific to the items the consumer is shopping for, while the consumer is actually shopping. And consumers save money, without wasting time clipping coupons.

"Epi-to-Go delivers on the vast potential of mobile data services with a truly revolutionary and useful product," says David Herman, CEO of Juice and creator of Epi-to-Go. "Grocery shopping is something we all do. Using a mobile phone to make it easier to get everything I need and save money and time in the process is something which truly delivers on the vast promise of mobile data services," Herman adds.

"Epicurious.com is the premier food resource on the Web - with a database over 18,000 recipes from Bon Appétit, Gourmet and other sources," says Susan Rerat, Senior Vice President and Managing Director of Epicurious.com. She adds, "We have always embraced technology to create the best experience for our millions of loyal users. Our users, mostly women, all have cell phones and want to use every convenience to save time and money, without sacrificing quality whether cooking for their families or entertaining. Epi-to-Go is a great service to our readers and an important addition to our site"

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About Epicurious.com

Epicurious.com, a CondéNet site, incorporates more than 18,000 recipes from the premier brands in food journalism, Gourmet and Bon Appétit magazines, as well as original material and a wealth of content from its loyal readers. CondéNet is the leading creator and developer of upscale lifestyle brands online, providing enjoyable, useful services that tie into and build upon the heritage of the world's most prestigious magazines. Today, CondéNet owns the deepest online brands in the vertical categories of food (Epicurious.com), travel (Concierge.com), and fashion (STYLE.COM and MEN.STYLE.COM). Based in New York, CondéNet is owned by Advance Publications, Inc, a privately held media company.

About Juice Wireless

Juice Wireless, Inc. brings innovative, consumer-friendly and highly useful mobile content services to market as both direct-to-consumer products and highly effective marketing services for the world's largest media companies and consumer brands.

Juice's direct-to-consumer mobile products provide end users of mobile phones state-of-the-art applications that increase personal productivity, entertain and engender consumer generated communities. The company's portfolio of ground breaking mobile consumer products currently includes **Mobile Birthday Reminder™** (www.mobilebday.com), **Cool Mobile Games™** (www.coolmobilegames.com) and **Info-To-Go™** (www.infotogomobile.com).

Juice's mobile phone marketing services provide major consumer brands, media companies and advertising agencies with leading-edge, high-impact, results-oriented mobile components and programs to their overall marketing and branding strategies. Juice's customers include: **AOL Impact Marketing, Condé Nast Corporate Sales, The Gillette Company, Hearst Corporate Marketing, Procter & Gamble, SonyConnect and Teen Vogue.**

Founded in March 2004, the privately-held company is headquartered in New York City. Visit: www.juicewireless.com.

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