

For Immediate Release

Lori Rosen

212.255.8910

lori@rosengrouppr.com



Now Open For Business: TheDailyMeal Store Serves Up New Shopping Experience Powered by Cooking.com

New York, NY (December 12, 2011)—Staying true to its mission to house *all* things food and drink, Spanfeller Media Group's (SMG) mega food site [The Daily Meal](#) has announced a retail partnership with leading digital marketplace, Cooking.com, building and operating an [online cookware store](#) for the food news, lifestyle and community site. Named TheDailyMeal Shop, the alliance allows The Daily Meal to focus on dishing out its quality content, while Cooking.com markets and manages the e-commerce expansion.

"Providing a comprehensive shopping experience to The Daily Meal audience is an excellent complement to the array of recipes and reviews offered on our site," said Jim Spanfeller, President and CEO of SMG. "Cooking.com is the perfect partner to bring The Daily Meal brand into e-commerce."

Visitors to TheDailyMeal Shop will now be able to purchase an assortment of over 7,000 [kitchenware and specialty foods](#) tailored specifically for The Daily Meal's following of savvy food enthusiasts. Customers can have these necessities ordered and shipped, as well as take advantage of the site's daily kitchen deals.

"We are excited about this new partnership" said Tracy Randall, Cooking.com Co-Founder and CEO. "We believe that adding e-commerce to The Daily Meal will be the perfect addition to their branding of 'all things food and drink.' Cooking.com is able to provide an authoritative shopping experience that suits its audience of food lovers who are in-the-know."

This e-commerce component further fuels The Daily Meal's position as the fastest growing site in the food space. The website sets itself apart with its user base that leads the pack in factors such as affluence and purchase influence, as well as its large, growing amount of prime content across its Cook, Eat/Dine, Drink, Travel, Entertain, and other channels. Launched in January 2011, The Daily Meal will start its second year off strong with more than 2 million unique visitors per month.

About The Daily Meal

[The Daily Meal](#) covers all things food and drink, creating a complete epicurean experience for cooks, food lovers, wine, beer and spirit connoisseurs, discerning diners and everyone in-

between. Comprised of original content and video from Award winning editors, industry insiders, tastemakers and the user community, features range across the site's multiple channels: Cook, Eat/Dine, Drink, Travel, Entertain, Best Recipes, Holidays, Lists and Community. The Daily Meal also produces much-anticipated annual reports including the 50 Most Powerful People in Food, America's Most Successful Chefs, 101 Best Restaurants in America and 150 Best Bars in America. Additionally, The Daily Meal Shop, an online cookware store, offers over 7,000 kitchenware and specialty foods tailored specifically to The Daily Meal's hungry following of savvy food enthusiasts. Helmed by editorial director Colman Andrews, The Daily Meal is one of the largest food sites on the Web and the first property of Spanfeller Media Group, founded by Jim Spanfeller. Visit The Daily Meal on [Facebook](#); follow us on [Twitter](#).
<http://shop.thedailymeal.com>

About Cooking.com

Cooking.com is transforming online shopping in the food and cooking space by going to customers and building innovative, entertaining shopping experiences with trusted brands. Cooking.com operates several uniquely branded websites including: [Food Network Store](#), [Rachael Ray Store](#), [Paula Deen Store](#), [Calphalon Store](#), [Betty Crocker Store](#), [Pillsbury Store](#), [Steamy Kitchen Store](#), [Good Bite Store](#) and [Marley Coffee](#). Powered By Cooking.com delivers high touch, branded e-commerce solutions and category expertise, enabling partners to attract consumers, drive membership and build new revenue opportunities.

Cooking.com offers its customers access to over 60,000 products for the kitchen as well as recipes, menus, collections and a growing library of member-submitted cooking content. The company is committed to providing its customers with an exceptional experience and is the recipient of numerous awards for customer satisfaction. Cooking.com was founded in 1998 and is based in Marina Del Rey, CA.

###