

For Immediate Release

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**THE DAILY MEAL ANNOUNCES RECORD GROWTH
comScore Delivers Strong Results For Spanfeller Media Group**

New York, NY (July 12, 2012)—The Daily Meal—Spanfeller Media Group’s mega food site—today announced record growth in the month of June. According to comScore’s latest report, The Daily Meal experienced an impressive 156% growth from May to June of this year and is now among the Top 25 websites in the Food category, cementing it as the fastest growing website of its kind.

The Daily Meal’s emergence into the Top 25 pushes several well-known competitors out of their top rankings. Food & Wine, Bon Appetit, Cooking Channel TV, and iVillage Food are just some of the epicurean websites that have been surpassed. Furthermore, a majority of the Top 25 sites are driven by a sole conduit, such as recipes or restaurant reviews. The Daily Meal continues to excel as a comprehensive digital platform, covering *all* things food and drink, including news, recipes, travel, restaurant reviews and social integration.

“We have hit a key inflection point, between a massive new adoption of the site and our maintaining of an escalating core readership,” said Jim Spanfeller, CEO of Spanfeller Media Group. “We fully expect our hyper growth phase to continue into the 4th Quarter of this year. According to Google Analytics, The Daily Meal now reaches well over 4 million culinary enthusiasts worldwide.”

Contributing to its development, The Daily Meal has continually upgraded their content offerings and overall user experience. In the last six months alone, the website has launched a video network, unveiled a new homepage design, and released the “Best Dishes” mobile app.

“The sheer growth rate of The Daily Meal speaks for the sustainable content model it was founded upon,” said Spanfeller. “We are producing a wider selection of premium content than anyone else, and at a faster pace.”

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.