



For Immediate Release:

America's leading Meal Assembly Company, Dream Dinners Celebrates 10- years.

New Look. New Website. Plus, Greatest Hits Menu in March!

Snohomish, WA February 15, 2012

Ten years ago, gas averaged 1.61 per gallon. The first American idol was voted in, and in the rural American community of Snohomish, Washington, two soccer moms accidentally invented a revolution in dinner preparation-that spread across America-the 100 million dollar meal assembly industry.

Today, Dream Dinners is running strong with 100 stores nationwide from coast-to-coast aimed at saving busy moms, dads and working singles the time and hassle of grocery trips, food preparation and cleanup, while still providing healthy fresh dinners. Co-founders and friends, Stephanie Allen and Tina Kuna, began with the mission of making their own lives easier by fixing and freezing fresh dinners in their kitchen by the dozen, then would thaw 3 of them each week for busy nights so that they could enjoy quality family time instead of the after school rush. Soon their kitchens were filled with friends, and more friends, which led to the lease of one store location and grew into the hottest food franchise to hit strip malls in suburban America starting in 2002. Since then, a lot of competition hit the market and fell, but Dream Dinners remains strong and true to its core mission which resonates in the pages of their #1 New York Times bestselling book, *"The Hour That Matters Most, The surprising Power of the Family Meal"*. Their mission in the next ten years? Strengthen American families at the center of their home: The dinner table.

It all begins in March. The company celebrates ten years of providing easier lifestyles aimed at helping busy families get around their dinner tables and creating meaningful conversations. At the same time, Dream Dinners is aggressively evolving to provide greater food, service and a platform for customer engagement as the brand evolves. 10 year Anniversary highlights include:

1. **Greatest Hits Menu:** Features guest and founder favorites covering each of the past 10 years.
2. **New Website Coming in April:** Aims at providing the following:
 - a. A Platform for a high level of customer engagement and testimonial sharing.
Dream Dinners has found the heartwarming stories to inspire others in everything from weight loss, to better child-parent relationships.

3. **New Fresh Brand Evolution:** Modern fresh look and feel for today's modern woman.
4. **Introductory Offer:** Try Dream Dinners lifestyle with a sampling of meals at just \$74.95

ABOUT DREAM DINNERS

Founded in 2002, Dream Dinners, Inc. is the recognized originator of the \$100 million meal assembly industry. Headquartered in Snohomish, Wash., Dream Dinners locations provide guests' monthly menus to select from, then procure and prepare all ingredients in advance, so guests can assemble dozens of meals in about an hour, then take home to freeze. With approximately a 100 franchises in 30 states, Dream Dinners saves its guests both valuable time and money, and focuses on bringing families back to the dinner table with healthful, delicious and easy-to-fix meals. www.dreamdinners.com

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