



Quick, delicious recipes for people on the go

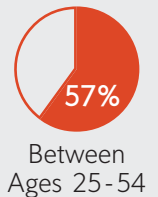
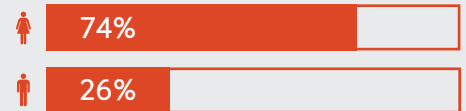
Simple Dish is the online destination for busy parents, professionals and food enthusiasts looking for easy and delicious recipes. Our philosophy is that home cooking shouldn't require hours of planning or gourmet training - just real food for real life.

Site Statistics Highlights

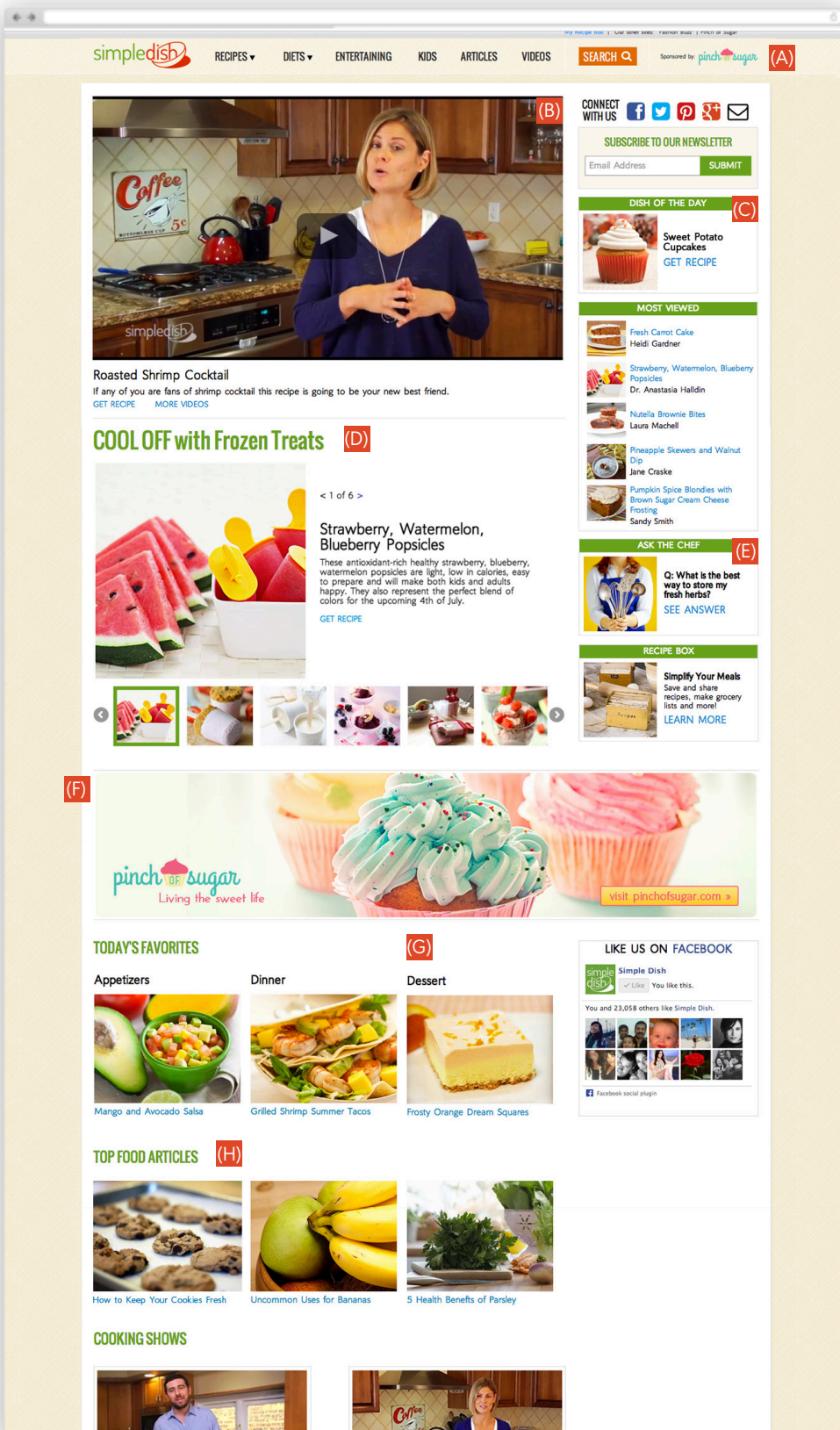
>600K Page Views Per Month
+180% Avg. Monthly Growth

Source: Google Analytics

Real Human Traffic: 100%

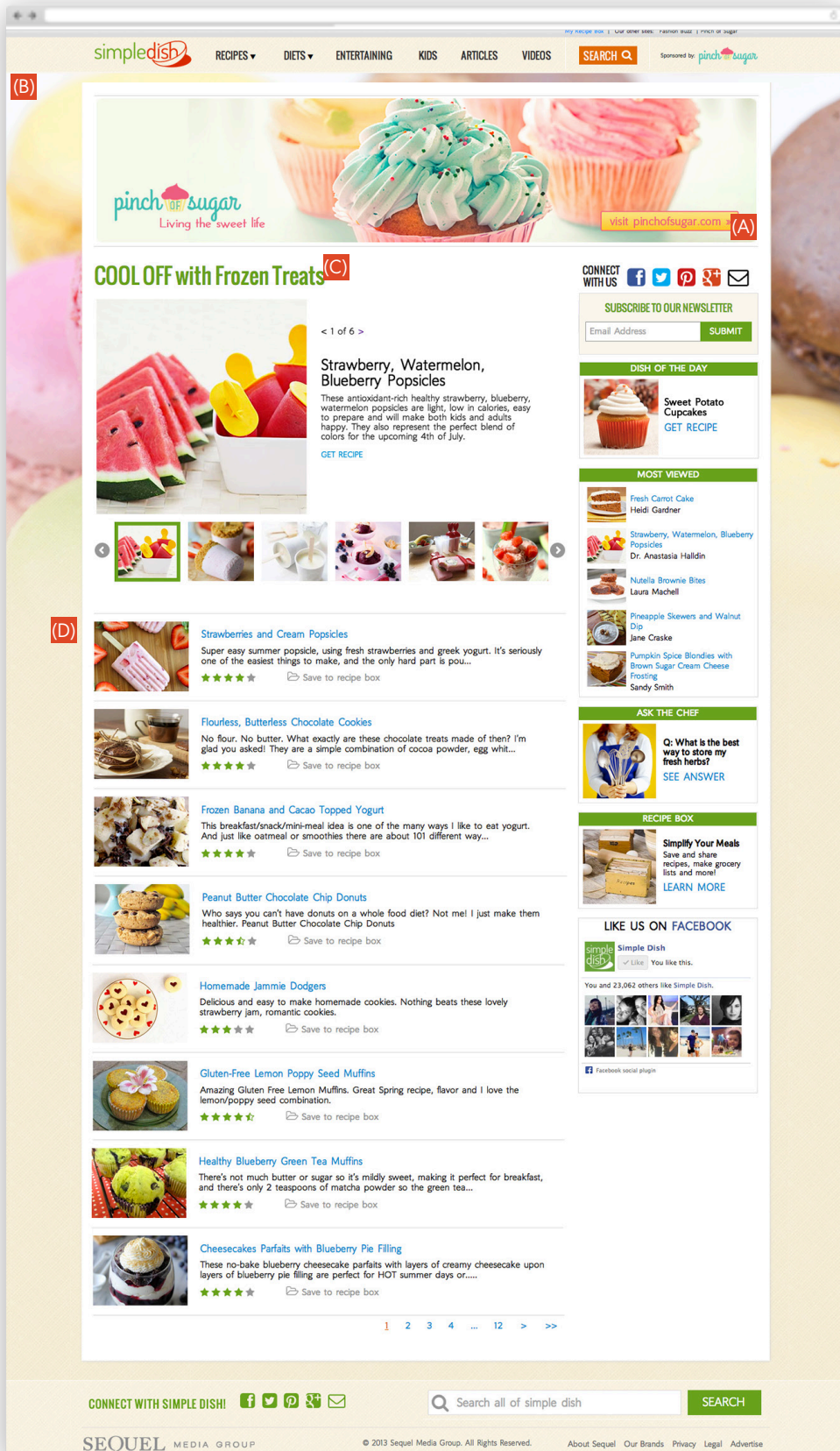


Source: comScore



Homepage

- (A) Partnered with YOUR logo
- (B) Video with host demonstrating recipe with YOUR products
- (C) Dish of the Day featuring YOUR products once a week
- (D) Featured recipes with five recipes using YOUR products
- (E) Ask the Chef with question regarding YOUR products
- (F) Custom designed 1050 x 230 super banner display ad
- (G) Today's Favorites with one recipe featuring YOUR products
- (H) Top Food News with one article featuring YOUR products



Recipe Landing Page

- (A) Custom introduction banner displaying YOUR branding
- (B) Custom designed takeover background
- (C) Slideshow of featured recipes using YOUR products
- (D) More recipes featuring YOUR products

