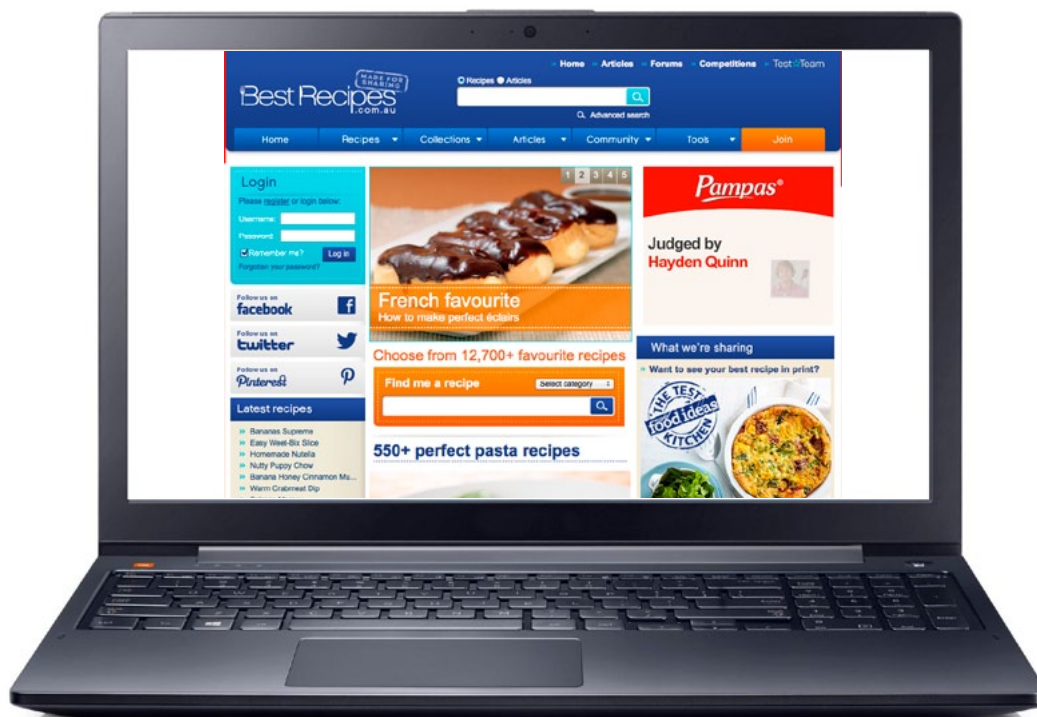


Best Recipes .com.au



BESTRECIPES

AUSTRALIA'S NO. 1 FOOD COMMUNITY

Best Recipes is the number one online recipe community – and number two food category* site in the Australia market.

The site is 100% community driven with over 245,000 members who contribute new recipes every day for an evolving and diversified database of over 12,000+ recipes. In addition to a vast collection of shared recipes, visitors can share their own favourites, take advantage of shopping list tools, create their own cookbook with saved recipes and organise menus. This growing community has 4,000 new Best Recipes members per month!

“Best Recipes is the online kitchen. It’s the gathering place for everyday cooks who love sharing their recipes, engaging in community, and cooking good food for family and friends.” Chloé Dutschke, Editor.

Best Recipes has a Unique Audience of 665,000+ highly engaged foodies, cooks and food experimenters within our recipes, forums and social media brand platforms. Best Recipes also produces a monthly newsletter offering advertisers the ideal opportunity to target this highly engaged food community. Build positive word of mouth and sentiment with our Test Team solutions. Our Test Team member database of 175,000 registered users allows us to offer clients product trials and sampling opportunities to start a conversation with consumers about their products.