

NEW MOBILE APPLICATION 'RACHAEL RAY RECIPES ON THE RUN' LAUNCHES ON AT&T WIRELESS

AT&T and LimeLife are bringing Rachael Ray out of the kitchen and onto the wireless device!

Rachael Ray Recipes on the Run is a new wireless application that provides 40 different recipes every month, cooking tips and shopping lists directly to their mobile phone. The ideal cooking aide and shopping assistant for busy men and women looking for balanced, easy-to-prepare meals, *Rachael Ray Recipes on the Run* furthers AT&T's commitment to delivering rich content that is accessible anytime, anywhere via the wireless device.

Rachael Ray Recipes on the Run is now available to AT&T wireless subscribers nationwide for a \$2.99 monthly subscription fee. Standard data plan rates apply. For more information, visit www.cingular.com/mediamall or http://www.limelife.com/rr_mobile.php.

FEATURES INCLUDE

- **Delicious Recipes!** Enjoy 40 new recipes every month. Consumers can browse recipes by main ingredient or category and get cooking tips from Rachael herself.
- **My Shopping List.** Automatically add recipe ingredients to a shopping list directly on your wireless device. When more than one recipe is added, the quantities of identical ingredients will be combined. A bonus feature includes advanced interactivity that allows you to add custom ingredients and mark off items as you shop!
- **Rachael's Quick Picks!** A fun, random-recipe generator, Rachael's Quick Picks allows users to spin Rachael's EVOO (extra-virgin olive oil) bottle to get "delish!" meal inspirations.
- **My Keepers.** Mark recipes you like and store them to your wireless phone for easy reference.
- **Recipe Sharing.** E-mail your favorite recipes from your phone to friends and family.

FROM CELEBRITY COOK AND TALK SHOW HOST RACHAEL RAY

Growing up in the restaurant business with her family, Rachael Ray was exposed to a wide range of cooking techniques and has worked hard to develop a successful career as an iconic Food Network television show host, bestselling cookbook author, editor-in-chief of her own lifestyle magazine titled, *Every Day With Rachael Ray* and Emmy-nominated daytime host. Showcasing Ray's warmth, energy and boundless curiosity, the syndicated hit "Rachael Ray" launched in September 2006 with the highest rated debut of any syndicated program since "Dr. Phil" in 2002. That same year, Ray was named one of *Time* magazine's 100 Most Influential People and the second "Most Trusted Celebrity in America" by *Forbes*.

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