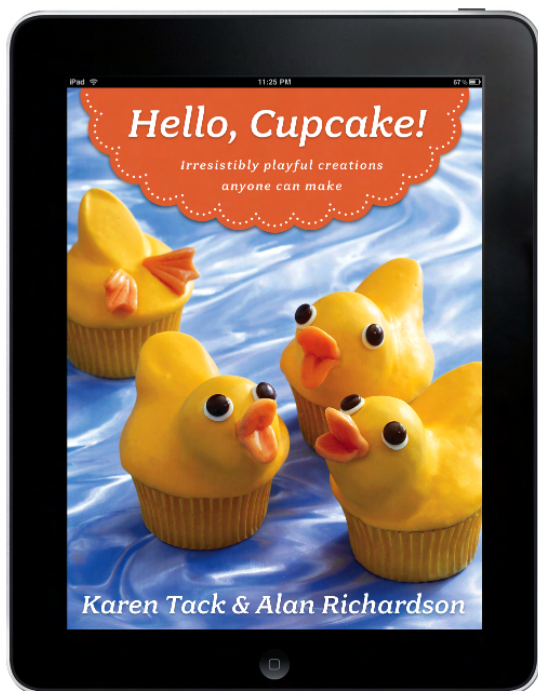


Contact: Mark Douglas · 503-916-1777 · mark@culinate.com



Hello, Cupcake! Goes Mobile

Introducing a new iPhone® and iPad® app based on the runaway *New York Times* bestsellers:

You've got to see it to believe it!

26 April 2012 (Portland, Oregon). Karen Tack and Alan Richardson launched an international cupcake sensation with their books *Hello, Cupcake!* and *What's New, Cupcake?* Now these baking-tin masterminds are back with the irresistible **Hello, Cupcake!** app, available on iTunes. The app contains a selection of ten digitally enhanced projects from the two books, with additional cupcake projects available to expand your collection. It's a treasure trove of cupcake ideas!

Among the app's notable features are charming stop-motion animations for each cupcake project: penguins racing through the snow, monarchs colonizing a gorgeous blossom, a polar bear fishing for his dinner. The app also features step-by-step how-to videos for each cupcake project, none of which requires hard-to-find ingredients or advanced baking skills. Other features include detailed technique videos that take the guesswork out of the decorating process—from piping frosting to sugar-coating the cupcakes. There's a photo catalog of ingredients and where to source them, too.

Whether you're a cupcake craftsman or simply an admirer of imaginative cupcakes for the art of it, the **Hello, Cupcake!** app (www.hellocupcakeapp.com) will keep you entertained. You'll want to watch these videos over and over. And talk about can-do inspiration: Even if you think you can't boil a pot of water, we're betting that these easy-to-follow how-tos will have you dropping everything to make cupcakes.

Cupcake projects available today:

Spaghetti and Meatballs, Play Pool, Rubber Ducky, What a Hoot!, Corn on the Cob, Westies, March of the Penguins, An Apple a Day, Monarchs, Slumber Party, Shark Attack, Mum's the Word, Ants on a Picnic, Fat Cats, Flamingos, Koi Pond, Polar Opposites, and Hound Dogs

The *Hello, Cupcake!* iPad & iPhone universal app
Now available on iTunes for \$2.99

About the *Hello, Cupcake!* authors and publisher:

Karen Tack and **Alan Richardson** are co-authors of the *New York Times* best-selling books *Hello, Cupcake!*, *What's New, Cupcake?*, and *Cupcakes, Cookies & Pie, Oh, My!* Karen is a cooking teacher and food stylist and has created cupcakes and other desserts for the covers of many of America's top magazines. Alan is the co-author of the award-winning cookbook *The Breath of a Wok*. His photographs appear in dozens of best-selling cookbooks and leading food magazines.

HMH Trade and Reference Publishers is responsible for nearly two centuries' worth of award-winning adult and children's books, reference materials, eBooks, and mobile apps. Our distinguished author list includes eight Nobel Prize winners, 47 Pulitzer Prize winners, 13 National Book Award winners, and more than 100 Caldecott, Newbery, Printz, and Silbert Medal and Honor recipients.

About Culinate:

Culinate works with publishers, authors, and cooks to adapt cookbook content for mobile devices and the web. Culinate's projects include the best-selling *How to Cook Everything* apps for iPhone and iPad. Founded in 2006, Culinate is based in Portland, Oregon. For information about the *Hello, Cupcake!* app, please contact Mark Douglas/ mark@culinate.com / (503) 916-1777

About the books: For more information about *Hello, Cupcake!*, *What's New, Cupcake?* and *Cupcakes, Cookies, and Pie, Oh, My!*, please contact Christina Mamangakis/ Christina.Mamangakis@hmhpub.com / (212) 420-5824.