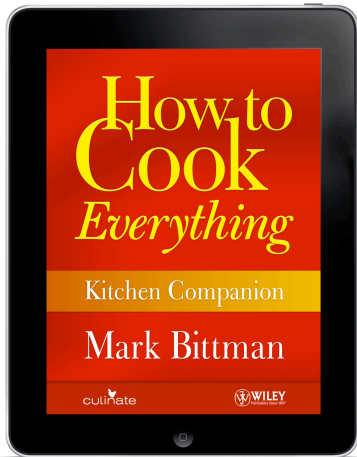


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Contact: Mark Douglas / (503) 916-1777 / mark@culinate.com



Mark Bittman's bestselling *How to Cook Everything*[®] cookbook is now available as an iPad[®] app! The *How to Cook Everything Kitchen Companion* sets the standard for indispensable cookbook apps.

Fully customized for iPad, this app has all of the functionality users love in the popular *How to Cook Everything* iPhone app, plus completely new iPad-specific features.

20 December 2010 (Portland, Oregon). Mark Bittman's *How to Cook Everything* has now been optimized for the iPad. This remarkable new app contains 2,000 no-nonsense recipes, plus

hundreds of technique illustrations, cooking tips, and detailed ingredient and equipment advice. The app features extensively enhanced search capability, shopping lists, multiple timers for every recipe, bookmarks within recipes, a recipe note option, featured recipe photos, and more.

Like the iPhone version, this app can be used anywhere, anytime, online or offline. It's the ultimate companion to everybody's favorite cookbook.

Written by Mark Bittman, the longtime *New York Times* columnist, television personality, author, and blogger, *How to Cook Everything* promotes a simple and accessible approach to home cooking. For more than 10 years, cooks have relied on this cookbook to make crowd-pleasing food using fresh, natural ingredients; simple techniques; and basic equipment.

In the new *How to Cook Everything* iPad app you'll find **brand new iPad-only features including:**

- Intuitive filters that pinpoint searches by multiple ingredients, techniques, or cuisines
- At-a-glance access to all the book's how-to illustrations
- Note-taking capability for every recipe
- Bookmarks to hold your place in several recipes at a time
- A constant-on option to allow uninterrupted reading and recipe review
- Featured recipes, now with photos

The iPad app also contains:

- Customizable (and email-friendly) shopping lists
- Built-in timers
- Immediate inspiration with Bittman's Picks, Quick Dinners, and Most Popular features
- Printing option for recipes and shopping lists

The *How to Cook Everything* app for iPad (<http://www.howtocookapp.com>) is poised to become the ultimate cooking resource for cooks everywhere.

***How to Cook Everything*[®] iPad app: \$9.99, available now on iTunes**

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About Mark Bittman: Mark Bittman has become one of the leading voices in the food movement. He has been writing "The Minimalist" column for The New York Times for 13 years and frequently contributes to the paper's Week in Review and Magazine sections. His list of award-winning bestsellers includes *How to Cook Everything*[®], *How to Cook Everything Vegetarian*[®], *Food Matters*, and *The Food Matters Cookbook*. Mr. Bittman's work also appears in countless print and online publications, including new columns in *Cooking Light* and *Parents* magazines. He is a PBS-TV series host and a regular on the Today show. Learn more at howtocooveverything.com and markbittman.com.

About Culinate:

Publisher of the online food site Culinate.com (<http://www.Culinate.com>), Culinate also works with publishers, authors, and cooks to digitally enhance recipes and cookbook content for mobile devices and the web. Founded in 2005, Culinate is based in Portland, Oregon. For information about the **How to Cook Everything**[®] apps, contact Mark Douglas / (503) 916-1777 / mark@culinate.com.

About Wiley

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