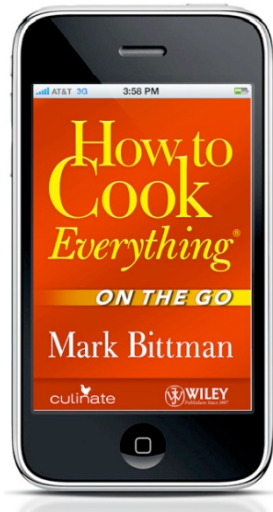


FOR IMMEDIATE RELEASE

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



How to Cook Everything[®],
Mark Bittman's bestselling,
award-winning cookbook, is now an
iPhone[®] App

Introducing *How to Cook Everything On the Go*: All of the book's 1,000 pages of content, including 2,000 recipes and 400 how-to illustrations — plus specially designed features for the mobile user.

16 April 2010 (Portland, Oregon). Everyone's favorite go-to cookbook, Mark Bittman's *How to Cook Everything*, is now available on the go — as an app for the iPhone and iPod Touch[®].

The modern bible of home cooking, *How to Cook Everything* contains 2,000 no-nonsense recipes, plus hundreds of techniques, cooking tips, and detailed ingredient and equipment advice. This app is truly useful anywhere, anytime; online or offline, it's all there. Written by longtime *New York Times* columnist, blogger, and television personality Mark Bittman, *How to Cook Everything* promotes a simple and accessible approach to home cooking. For more than 10 years, its fans have used this masterwork to make crowd-pleasing food using fresh, natural ingredients; simple techniques; and basic equipment.

Now, *How to Cook Everything*[®] *On the Go* brings this 5-pound book to the iPhone. Here's some of what's on tap:

- the entire contents of the book — all the recipes and basic cooking guidance, including how-to illustrations; equipment, technique, and ingredient information; and meal-planning ideas
- easy-to-use and flexible search capabilities, as well as the ability to browse recipes and reference information
- handy built-in timers throughout the recipe steps
- customizable (and email-friendly) shopping lists make it easy to buy ingredients
- Bittman's Picks, Featured Recipe, Quick Dinners, and Favorite Features provide quick access to selected recipes and cooking inspiration.

Whether a cook wants to poach eggs or make Tandoori Chicken, **How to Cook Everything On the Go** (www.howtocookeverythingapp.com) contains everything he or she needs — from the recipe, to the shopping list, to how-to instruction. It's the ultimate cooking resource.

How to Cook Everything On the Go: Special limited-time price of \$1.99.

CULINATE EAT TO YOUR IDEAL

Culinate, Inc., PBM 178, 25 NW 23rd Place, Suite 6, Portland, OR 97210 503.916.1777

FOR IMMEDIATE RELEASE

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

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*[®], *Kitchen Express*, and *Food Matters*—a look at changing the way we eat. Mr. Bittman's work also appears in countless print and online publications, including a new column in *Cooking Light* magazine. He is a PBS-TV series host and a regular on the Today show. Learn more at howtocookeverything.com and markbittman.com.

About Culinate:

Publisher of the online food site, Culinate.com (<http://www.Culinate.com>), Culinate is also works with publishers, authors, and cooks to digitally enhance recipes and cookbook content for mobile devices and the web. Founded in 2006, Culinate is based in Portland, Oregon. For information about the **How to Cook Everything**[®] **On the Go** app, contact Mark Douglas / (503) 916-1777 / mark@culinate.com.

About Wiley

Founded in 1807, John Wiley & Sons, Inc. has been a valued source of information and understanding for more than 200 years, helping people around the world meet their needs and fulfill their aspirations. Wiley and its acquired companies have published the works of more than 400 Nobel laureates in all categories: Literature, Economics, Physiology or Medicine, Physics, Chemistry, and Peace.

Our core businesses publish scientific, technical, medical, and scholarly journals, encyclopedias, books, and online products and services; professional/trade books, subscription products, training materials, and online applications and Web sites; and educational materials for undergraduate and graduate students and lifelong learners. Wiley's global headquarters are located in Hoboken, New Jersey, with operations in the U.S., Europe, Asia, Canada, and Australia. The Company's Web site can be accessed at <http://www.wiley.com>. The Company is listed on the New York Stock Exchange under the symbols JWa and JWb. For information about the book **How to Cook Everything**[®], contact Gypsy Lovett / (201) 748-5627 / glovett@wiley.com