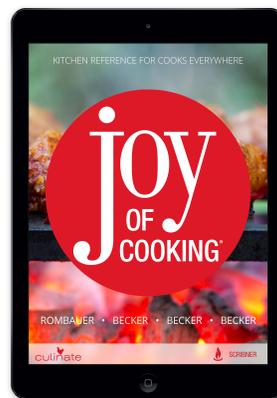
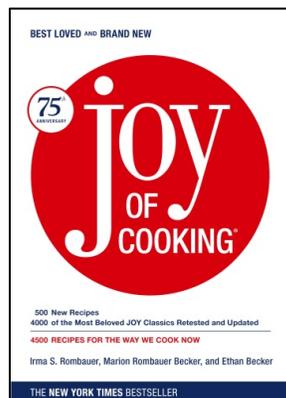




JOY OF COOKING

AMERICA'S ICONIC AND BESTSELLING COOKBOOK
IS NOW AVAILABLE AS AN APP



NEW YORK, May 7, 2014— The classic *Joy of Cooking* transformed American cooking when it was originally published in 1931. Now, JOY is once again revolutionizing the kitchen—this time as a cooking app for iPad®. The new app is a gorgeous-to-behold digital package with all of the recipes, history, charm, and advice cooks have come to love in the book. Available for \$9.99 on the Apple App Store, the app combines the contents of the most recent edition of the *Joy of Cooking* in its entirety—thousands of recipes, references, and illustrations—with sophisticated app-only features that make planning and cooking easier than ever.

The JOY app's highlights include:

- An easy-to-use search function, with filters that allow users to narrow searches by key ingredient, type of dish, cooking technique, and more
- Simple-to-use, smart shopping lists
- Recipe steps that can be spoken by the app and voice-controlled by the user
- Built-in conversions for metric users
- Color photographs
- Custom timers
- A favorites feature that allows users to keep track of favorite recipes
- JOY's trademark "red ribbon" bookmark to hold multiple locations within the app
- Social media-friendly options and the ability to email and print recipes
- A menu-building feature
- An option that prevents the screen from dimming while you cook
- All-inclusive functionality; no internet connection required

Full app details can be found at <http://JoyofCookingApp.com>

—MORE—

Named one of the twenty essential cookbooks by the James Beard Foundation and listed by the Library of Congress as “one of the eighty-eight books that shaped America,” the *Joy of Cooking* was originally published by Irma Rombauer in 1931. Now, more than 80 years later, her great-grandson John Becker and his wife, Megan Scott, have helped develop the app. The app represents a unique collaboration between *Joy of Cooking*’s longtime publisher Scribner and the leading cookbook app developer Culinate.

“With the release of this app, JOY truly arrives in the 21st century,” said John Becker. “We have worked very closely with Culinate to make JOY’s vast collection of recipes, tips, and reference information more accessible and useful than ever before. The result is *the* essential culinary companion—in the kitchen and the grocery aisle.”

“The *Joy of Cooking* has been a steadfast companion in each of the kitchens of my life,” said James Berry, Culinate’s CEO. “It’s indispensable. We at Culinate are grateful for the opportunity to bring this incredible kitchen resource to the digital space.”

“Over the years, many people have approached the Rombauer-Becker family and Scribner with various digital opportunities for the *Joy of Cooking*,” said Susan Moldow, President of the Scribner Publishing Group. “It was not until Culinate came along—with their successful history of great cooking apps—that we felt we’d finally found the right partner. Culinate’s vision both preserves and amplifies *Joy*’s unique qualities in an app that is sure to be the new gold standard. We’ll all wonder how we got along without it.”

Marion Rombauer Becker, Irma Rombauer’s daughter, updated subsequent editions of the *Joy of Cooking* through 1975. Marion’s son, Ethan Becker, revised the 1997 edition for the 2006 75th Anniversary Edition. That new classic features thousands of recipes, hundreds of pages of reference material, 26 graphs and charts, and 238 illustrations, and has been a trusted kitchen companion for nearly a decade. Ethan’s son, John, and his wife, Megan, joined the family business in 2011 and were integral to bringing this iconic American brand into the digital age.

About Scribner

Scribner is a division of Simon & Schuster, Inc., a part of CBS Corporation. Simon & Schuster, Inc. is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic and multi-media formats. Its divisions include the Simon & Schuster Adult Publishing Group, Simon & Schuster Children's Publishing, Simon & Schuster Audio, Simon & Schuster Digital, and international companies in Australia, Canada, and the United Kingdom.

About Culinate

Founded in 2005, Culinate works with publishers, authors, and cooks to digitally enhance recipes and cookbook content for mobile devices and the web. The company created the companion app to Mark Bittman’s *How to Cook Everything*, which was named one of the top five “groundbreaking apps” of the App Store’s first 5 years by Apple in July 2013.

(05/07/14)

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