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RDA'S FOOD & ENTERTAINING AFFINITY OFFERS
NEW ADVERTISING PLATFORM THROUGH EXCLUSIVE AGREEMENT
WITH SHOPTO Cook™

**BRANDED INTERACTIVE MEAL SOLUTIONS OFFERED TO CONSUMERS
THROUGH KIOSKS AT POINT OF SALE**

PLEASANTVILLE, N.Y., April x, 2008 – The Reader's Digest Association (RDA) announced today that it has entered into an agreement with ShoptoCook™ to be the exclusive media content provider and integrated sales resource for this in-store, interactive service offering instant meal solutions to consumers at the point of purchase.

Under the agreement, recipes, shopping lists, food preparation tips and pairing suggestions from the premier food properties of RDA, including *Every Day with Rachael Ray*, *Taste of Home* and Allrecipes.com, will be featured on interactive kiosks distributed by ShoptoCook™ in grocery stores around the country. Kiosks are positioned in the high-traffic produce and meat sections of grocery stores and consumers can choose from a variety of recipes and coupons, print them out and take them along as they shop.

The agreement gives RDA the exclusive right to sell integrated placement opportunities in this environment to advertisers. Advertisers' products will be incorporated as ingredients in recipes, kitchen equipment used in food preparation, suggested wine pairings and more.

"This is an exciting new frontier that allows our marketing partners to achieve the ultimate goal –driving sales – while delivering solution-oriented branded content at the critical point of purchase," said Suzanne M. Grimes, President of Food & Entertaining @ RDA. "Advertisers can already connect with 35 million of their best customers through our extensive print, digital and experiential portfolio; now we can offer them the vital in-store platform as well."

Frank Beurskens, CEO of ShoptoCook in Buffalo, N.Y., said, "The interactive kiosk increases sales and store loyalty. Grocers can expand the shopping-basket by providing customers with information about ingredients to make more varied and tastier meals, as well as how to prepare unfamiliar items or incorporate new products in a meal."

The kiosks – available now to millions of shoppers in progressive and influential chains like Bloom, Schnucks, Spartan Stores, Brookshires and divisions of AholdUSA -- are easy to use and allow consumers to scan a product and see appropriate recipes, or select recipes from various categories shown on the main menu page. Menu page categories include branded meal solutions from integrated partners as well as select recipes and menu ideas from the different food properties owned by RDA. Consumers can print out recipes and coupons from featured advertisers and activate them in store.

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About the Reader's Digest Association's Food & Entertaining Affinity:

Food & Entertaining @RDA is the first and only media community designed to unify the voices and experiences of everyday cooks and home entertainers. Food & Entertaining @RDA encompasses: Allrecipes.com, the largest social networking company in the food & entertaining category; *Every Day with Rachael Ray* -- one of the fastest growing magazines in history that spawned a new food- lifestyle category; *Taste of Home* - the largest food magazine in America – and its portfolio of assets including print, online, experiential marketing and direct sales.

About ShoptoCook™:

ShoptoCook, Inc is a leading developer of Interactive Digital Customer Service Solutions for supermarkets. STC's Answers™ software include Item Locator, Price Check, Meal Planning, Wine Pairing, and Health & Wellness modules, delivered via an intuitive, user friendly interface giving customers answers while they shop. ShoptoCook's solutions provide shoppers with the answers to their most common questions in-store: Where is it? How do I use it? And how much is it? Solutions support store associates with consistent, accurate, product information available all hours of operation, realizing labor savings and capturing missed sales opportunities. For more information visit www.shoptocook.com.

