



Real Recipes from
Real Home Cooks

FOR IMMEDIATE RELEASE

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JUST A PINCH WINS FIRST EVER EPPY AWARD & GOLD/SILVER W3 AWARDS RECOGNITION

Social Media Site Wins Big

(Franklin, Tenn.) – Recipe and coupon social network Just A Pinch Recipes (www.justapinch.com) has just been awarded an EPPY for Best Food Website One Million Monthly Unique Visitors and Over by Editor & Publisher. The EPPY's, now in their 18th year, honor the best media-affiliated websites across 31 diverse categories.

This award comes on the heels of Just A Pinch receiving one Gold and four Silver Awards from W3 for Website Features: Structure & Navigation (Gold), Blog/Personal, Food & Beverage, Social/Networking and User Experience (all Silver). The W3 Awards honor creative excellence on the web, and recognize the creative and marketing professionals behind award winning sites, videos and marketing programs.

"Just A Pinch is not just another recipe site," says Founder and CEO Dan Hammond. "It's a true vertical social network, and the only social platform engineered just for home cooks. We couldn't be happier about being recognized by Editor & Publisher and W3 for the content and structure of the site."

To date, the social network has been awarded twenty-one awards. In just three years, the site has become the largest database of user-posted recipes on the internet. Users call the site "Facebook for recipes" and spend upwards of 16 minutes per session on the site, while visiting one to three or more times per day. That ranges from 5 to 8.5 hours on average per month, which rivals or even exceeds some of the largest horizontal social networks including Facebook, Pinterest and others.

The traffic of the site grew from 2.5 million monthly unique visitors in January 2013, to 4.2 million monthly unique visitors in early November representing a 70% organic growth rate.

More information about Just A Pinch can be found at www.americanhometownmedia.com

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About www.justapinch.com:

Just A Pinch Recipes is the largest and fastest-growing database of user-posted (UGC) recipes...anywhere. It's a true vertical social network with 40,000+ home cook recipes posted annually and 20,000+ recipes saved daily through Pinch It! functionality that allows users to save recipes from virtually anywhere online to their digital recipe boxes. Just A Pinch enjoys one of the most engaged user bases around food, recipes and coupons with users averaging 16 minutes per session, while visiting one to three times or more per day. That ranges from 5 to 8.5 hours on average per month, which rivals or even exceeds some of the largest horizontal social networks including Facebook, Pinterest and others. The site is a true digital hub for all of users' recipe and social interactions around cooking. Founded in 2010, the site is the primary subsidiary of Franklin, TN-based [American Hometown Media](http://www.americanhometownmedia.com).