



Real Recipes from
Real Home Cooks

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AMERICAN HOMETOWN MEDIA RECEIVES ENTREPRENEUR, SOCIAL & PUBLISHING AWARDS
Accolades Mount for Two-Year-Old Media Company

(Franklin, Tenn.) – On the heels of a year of rapid growth, increased user engagement and a strong response from national advertisers, 2012 continued trending high as American Hometown Media (AHM) was honored with three awards and nominated for two others. The company's Founder and CEO Dan Hammond was named Nashville's Entrepreneur of the Year. The same month, AHM's primary subsidiary, recipe and coupon social network www.justapinch.com, was awarded two W3 Awards for its social community. The company was also honored with two nominations from the publishing industry's MinOnline.

"Just A Pinch is not just another recipe site," says Hammond. "It's a social vertical like no other. Our users see us as *the* hub for all of their social interactions around food and cooking. We're honored and humbled to be recognized for our efforts with these recent accolades from our industries."

Hammond was named the Digital Media & Entertainment Entrepreneur of the Year of the NEXT Nashville Awards, which is presented by the Nashville Area Chamber of Commerce and the city's Entrepreneur Center. The award recognizes business growth, job creation and corporate commitment to growing the economy.



The W3 Awards commemorate outstanding websites, web advertising, web video and mobile apps. Just A Pinch was honored with two Silver Awards, one for Online Community and a second for Social Networking.



Min's Editorial & Design Awards recognize excellence in content and design among consumer and business-to-business media brands. AHM was nominated for Best Website Design and Repackaging of Archived Content for its syndication of recipe editorial content from Just A Pinch to newspapers around the country on a weekly basis.



Just A Pinch is the largest and fastest-growing database of user-posted (UGC) recipes anywhere. The site achieved in its first year more engagement and recipe postings than others did in a decade. Site users currently spend upwards of 17 minutes per session on the site with up to 40 percent 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.

Up next for the media company is mobile apps, mobile-optimized site and increased social sharing capabilities.

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