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'PINCH IT!' TOOL DRIVES VIRAL GROWTH AT JUST A PINCH
Enhancement is Game-Changer for Recipe & Coupon Social Network

(Franklin, Tenn) -- Recipe and coupon social network Just A Pinch Recipes (www.justapinch.com) announces "Pinch It!," a robust site feature that enables its millions of users to capture and share recipes from virtually anywhere online with a simple click which seamlessly integrates them into their digital recipe boxes, virtual menu planners and automatically organizes the recipe ingredients into dynamic grocery lists. The enhancement has been met with fanfare by users: In the first two months, users are pinching recipes at a rate of 20,000+ recipes per day.

"We're the youngest of all the major recipe sites out there and the first to employ a concept like this," says Founder and CEO Dan Hammond. "By allowing our home cook users to aggregate their favorite recipes from around the Internet in addition to uploading their own, not only are we giving our users functionality they can't find anywhere else, but we're encouraging our army of engaged users to hand select the best recipe content from around the web, all in one place."

Just A Pinch Recipes is not just another recipe site. It was built from the ground up to be a true social network around recipes and coupons. The site already boasts the largest and fastest growing collection of real recipes from real home cooks. Pinch It! positions the network to become *the* hub for the best recipe content anywhere on the web, as curated through the eyes of the home cook.

To "pinch" -- or save -- recipes from anywhere, users can download a "Pinch It!" bookmarklet (browser button shortcut) or copy and paste the url of a recipe they'd like to save. In addition to saving recipes, the "Pinch It!" enhancement also means increased sharing capabilities. By "pinching" a friend, users can share the recipe with them, whether they're their own recipes or a "pinched" one. Not only can users "pinch" recipes in the Just A Pinch database of home cook recipes and from the Internet worldwide, but they can "re-pinch" the "pinches" of other users.

Hammond expects "Pinch It!" to further drive up engagement, which is already remarkably high. 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.

Site enhancements for the network in the coming months include mobile apps, a mobile-optimized site and increased social sharing capabilities, all of which will further feed the "Pinch It!" concept.

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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+ 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 17 minutes per session and 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 a subsidiary of Franklin, TN-based [American Hometown Media](#).