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JUST A PINCH RECIPES RECOGNIZED WITH AWARDS ACROSS INDUSTRIES

Social Network Counts Fourteen Awards & Accolades

(Franklin, Tenn.) -- At the close of its second year, recipe and social network Just A Pinch Recipes (www.justapinch.com) tallies fourteen awards for site aspects including its online community, social networking, web design and digital newsroom. The leadership team has also received several nods including "Entrepreneur of the Year" three times. The industries offering the awards ranged from tech to PR to publishing. (Full list below.)

The incredible engagement stats were a key factor in the social network's recognition. In just two years Just A Pinch 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 with up to 20 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.

Looking ahead, *Coupon Link Platform*, the site's proprietary coupon-to-ingredient-matching technology, positions Just A Pinch to become a leader in e-commerce. The application uses relational data to dynamically autopopulate coupons to recipe ingredients on any recipe page. Coupons remain tagged to ingredients as users add recipes to their digital grocery lists and online menu planners. Users may automatically print the associated coupons when grocery lists or individual recipes are printed.

Awards and accolades for the social network include:

W3 Awards: Social Networking, Silver Award



W3 Awards: Community, Silver Award



Davey Award: Community, Silver Award



Pixel Award: Community, finalist





PR Daily: Best Digital Newsroom



PR Daily: Best New Website, finalist



Entrepreneur of the year, NEXT Nashville



Startup of the Year, finalist, NEXT Nashville



MinOnline: Best Repurposing of Archived Content, finalist



MinOnline: Best Web Design, finalist



The City Paper: Entrepreneur of the Year



Nashville Post: Entrepreneur of the Year



MinOnline: Use of Social Media, Honorable Mention



Nashville Post Tech25: One of the most innovative technology companies



More information about Just A Pinch and its awards may be found at www.americanhometownmedia.com

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About

Just A Pinch Recipes (www.justapinch.com) 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 16 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.