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**LAUNCH OF GLOBAL FOODBZZ BLOGGER COMMUNITY
LEVERAGES REAL-PEOPLE, REAL-TIME POWER OF FOOD PUBLISHING**

San Francisco – October 13, 2008: Foodbuzz, Inc., officially inaugurates its food blogger community with more than 1,000 blog partners, a global food blogging event and an online platform that captures the real-people, real-time power of food publishing in every corner of the world. At launch, the Foodbuzz community ranks as one of the top-10 Internet destinations for food and dining (Quantcast), with bloggers based in 45 countries and 863 cities serving up daily food content.

“Food bloggers are at the forefront of reality publishing and the dramatic growth of new media has redefined how food enthusiasts access tasty content,” said Doug Collister, Executive Vice President of Foodbuzz, Inc. “Food bloggers are the new breed of local food experts and at any minute of the day, Foodbuzz is there to help capture the immediacy of their hands-on experiences, be it a memorable restaurant meal, a trip to the farmers market, or a special home-cooked meal.”

Foodbuzz is the only online community with content created exclusively by food bloggers and rated by foodies. The site offers more than 20,000 pieces of new food and dining content weekly, including recipes, photos, blog posts, videos and restaurant reviews. Members decide the “tastiness” of each piece of content by voting and “buzz” the most popular posts to the top of the daily menu of submissions. Foodbuzz currently logs over 13 million monthly page views and over three million monthly unique visitors.

“Our goal is to be the number-one online source of quality food and dining content by promoting the talent, enthusiasm and knowledge of food bloggers around the globe,” said Ben Dehan, founder and CEO of Foodbuzz, Inc.

The Foodbuzz blogger community is growing at a rate of 40 percent per month driven by strong growth in existing partner blogs and the addition of over 100 new blogs per month. “The Foodbuzz.com Web site is like the stock of a great soup. The Web site provides the base or backbone for bloggers to interact as a community, contribute content, and have that content buzzed by their peers,” said Mr. Dehan.

Global Blogging Event

Demonstrating the talent and scope of the Foodbuzz community, [*24 Meals, 24 Hours, 24 Blogs*](#) offered online food enthusiasts an international, virtual street festival of food and diversity. The new feature showcased blog posts from 24 Foodbuzz partner bloggers chronicling events occurring around the globe during a 24 hour period and included:

- [Mid-Autumn Festival Banquet](#) (New York, NY)
- [The "Found on Foodbuzz" 24-Item Tasting Menu](#) (San Francisco, CA)
- [Aussie BBO Bonanza – Celebrating Diversity](#) (Sydney, Australia)
- [The Four Corners of Carolina BBO Road Trip](#) (Charleston, SC)
- [Criminal Tastes – An Illegal Supper](#) (Crested Butte, CO)
- [From Matambre to Empanadas: An Argentine Dinner](#) (Buenos Aires, Argentina)
- [A Sweet Trompe l’oeil](#) (Seattle, WA)

[*“24 Meals, 24 Hours, 24 Blogs”*](#) captures the quality and unique local perspective of our food bloggers and shared it with the world,” said Ryan Stern, Director of the Foodbuzz Publisher Community. “It illustrates exactly what the future of food publishing is all about – real food, experienced by real people, shared real-time.”

About Foodbuzz, Inc.

Based in San Francisco, Foodbuzz, Inc., launched its beta Web site, foodbuzz.com, in 2007. In less than a year, Foodbuzz.com and its community of over 1,000 exclusive partner food blogs have grown into an extended online property that reaches more than three million users.