



Grand Rapids, Michigan

SilverCarrot Launches Food & Lifestyle Site 'Recipe4Living'

New Lifestyle Community Promotes Sharing of Inspiring Ideas for Cooking, Entertaining, and Living a Healthy, Vibrant Life

NEW YORK, Nov. 6 /PRNewswire/ -- SilverCarrot, an online publisher that connects advertisers and marketers with targeted consumers, today announced the launch of its first content portal, Recipe4Living.com, an interactive community enabling users to share unique ways to cook and live a healthy and joyful life.

"Recipe4Living.com is designed to promote and encourage a healthy lifestyle and a more thoughtful way of living," explained Allan Levy, CEO of SilverCarrot, the parent of Recipe4Living.com. "The site's wide-ranging content addresses the needs and interests of a diverse group of 25-50-year-old women."

Embracing the concept of user-generated content, Recipe4Living.com participants can share personal ideas, recipes, and tips by posting them on a bulletin board. The site includes a database of over 17,000 user-rated recipes, with more than 80 techniques and original commentary from world-renowned chef Wolfgang Puck.

Recipe4Living.com features enhanced search capabilities and a unique coupon add-on, where users can download more than 100 coupons for brand-name consumer goods by clicking on hyperlinks within a current recipe. Daily recipe e-mails are also essential to the site's offerings. Recipe4Living.com content is constantly updated to respond to the specialized needs and interests of the devoted community.

Since debuting two months ago, Recipe4Living.com has enjoyed a 700% increase in the number of unique monthly visitors as it evolves into a home for essential knowledge, advice, and guidelines on the most current trends in vibrant daily living. With over 50,000 signups per month, Recipe4Living.com is becoming the leading online destination for those with a passion for fabulous food, the best friends and a healthy and happy life.

Recipe4Living.com is integral in SilverCarrot's niche publishing subsidiary, Ampere Media. Acquired in 2005, Ampere Media is led by Stuart Hochwert, a veteran of more than 25 years of print and online publishing experience. Ampere Media publishes innovative and successful e-newsletters, e-zines and Web sites.

Recipe4Living.com is the ultimate resource for all who enjoy eating and living well. For more information, please log on to www.Recipe4Living.com.

About SilverCarrot

Founded in 1999, SilverCarrot, Inc. is a leading online publisher that successfully connects advertisers and marketers with consumers at rates far exceeding industry averages. Headquartered in the City of New York, SilverCarrot delivers performance-based marketing services to Fortune 1000 companies across myriad industries ranging from consumer packaged goods and pharmaceuticals to mobile communications. For information, please log on to www.SilverCarrot.com.

Web site: <http://www.SilverCarrot.com/> <http://www.Recipe4Living.com/>