

For Immediate Release

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THE DAILY MEAL ANNOUNCES GUARANTEED VIEWABILITY PROGRAM

New York, NY (February 21, 2012)—Spanfeller Media Group’s mega food site, **The Daily Meal** (www.thedailymeal.com), today announces a first-of-its-kind program that guarantees success in viewable exposure—the Guaranteed Viewability Program. The program assures that if banners are not 100% in compliance with the latest IAB viewability standards by the last weeks of the campaign, **The Daily Meal** (www.thedailymeal.com) will provide bonus impressions to ensure every impression paid for was in fact viewable. Measurements will be provided by independent auditors.

“By combining Guaranteed Viewability with our groundbreaking Guaranteed Results Program (GRP, where brand metric improvement is guaranteed or the client gets their money back), we’re taking the risk out of the equation for advertisers. Where others only offer 30-60% visibility, we ensure 100%,” said Jim Spanfeller, CEO of Spanfeller Media Group. “Considering our position as the fastest-growing culinary site of all time, there is no better reflection of this momentum than to guarantee results for our partners. At the end of the day, we want to make doing business with us as easy and as risk-free as possible.”

This most recent announcement arrives in conjunction with comScore’s latest report, which exhibits **The Daily Meal** (www.thedailymeal.com) experiencing tremendous growth between December 2012 and January 2013 (30%). The site now boasts over 7 million unique visitors per month in Google Analytics.

The Daily Meal (www.thedailymeal.com) has grown by 149% over the last 12 months, according to comScore data, while competitors like All Recipes, the Food Network, and Epicurious, have declined. The website’s readership now surpasses BonAppetit.com and FoodandWine.com, combined.

About The Daily Meal

The Daily Meal covers all things food and drink, creating a complete epicurean experience for cooks, food lovers, wine, beer and spirit connoisseurs, discerning diners and everyone in-between. Comprised of original content and video from Award winning editors, industry insiders, tastemakers and the user community, features range across the site’s multiple channels: Cook, Eat/Dine, Drink, Travel, Entertain, Best Recipes, Holidays, Lists and Community. The Daily Meal also produces much-anticipated annual reports including the 50 Most Powerful People in Food, America’s Most Successful Chefs, 101 Best Restaurants in America and 150 Best Bars in America. Helmed by editorial director Colman Andrews, The Daily Meal is one of the largest food sites on the Web and the first property of Spanfeller Media Group, founded by Jim Spanfeller. Visit The Daily Meal on Facebook; follow us on Twitter.

About The Guaranteed Results Program

The Daily Meal will underwrite the cost to measure the impact of the advertisers’ online campaigns using a third party research firm (VIZU). After 90 days and the completion of the survey, if the advertiser does not see a statistically significant increase in at least 1 of 3 measured brand metrics—there are 5 from which to choose: Awareness, Attitude, Favorability, Intent, and Preference – The Daily Meal will return the advertising spend. Marketers must commit to advertise a minimum of \$200,000 over 90 days (or less).