

MagicKitchen.com adds next-generation product selection tool

ChoiceBot technology helps shoppers take the headache out of comparative shopping

Los Altos, California-September 5th, 2007 - MagicKitchen.com has announced the addition of their new "Magic Meal Finder" feature on their website, a next-generation product selection tool licensed from ChoiceBot Inc., to its online website (www.MagicKitchen.com). The "Magic Meal Finder" lets shoppers select the meals from their website that most closely meet their taste preferences and their individual dietary needs.

"Choosing the ideal frozen meal can be a difficult experience for dietary-conscious consumers. There are over 25 nutritious meals to choose on our website and each meal has detailed nutritional and taste information to consider", said Greg Miller, CEO of MagicKitchen.com. "Conventional product finders and guided navigation tools present customers with long lists of results, sorted by price or another single criterion. ChoiceBot allows shoppers to quickly zero in on their best overall selection, based on ALL of their individual dietary needs. There is nothing like this feature on any of our competitor's websites -it is truly unique!" continued Miller, "We plan to implement ChoiceBot across our entire menu immediately based on the impressive results from using it with the 'main course' section of our menu. With this tool it eliminates customer guesswork about which products are right for them."

Recognizing both the importance and challenges associated with helping online shoppers navigate large inventories easily, MagicKitchen.com has integrated ChoiceBot as a means to generate customer satisfaction and loyalty. Instead of seeing lists of products sorted by a single criterion, ChoiceBot gives shoppers a personalized ranking based on all of their dietary requirements. As consumers answer relevant questions related to nutritional values using an easy-to-use slider interface, best-choice rankings are continually refined and appear in order from top product selection down.

About MagicKitchen.com

MagicKitchen.com offers a full menu of gourmet frozen meals delivered to your door. Founded in 2005, we have been revolutionizing the way busy Americans eat, with our chef-prepared frozen meals. Looking for the best precooked meals and meal delivery? Get home-cooked goodness with MagicKitchen.com! We also provide a full complement of food gifts, meals for seniors and meal plans for your busy lives. Our online ordering makes it easy! Look to us for low-fat, low-carb, and heart-healthy precooked meals. Seniors love these meals; they are easy to reheat and are delivered frozen. And there's no clean-up! For more information, visit www.MagicKitchen.com or call 650-941-2260.

About ChoiceBot

ChoiceBot believes that deciding which product to buy when shopping online should be a whole lot easier, and has developed patent-pending technology that enables consumers to make informed purchase decisions much more quickly and easily compared with conventional product finders and guided navigation solutions. ChoiceBot's core technology was developed following more than four years of concept refinement, and represents a truly new generation of product selection technology.

ChoiceBot Inc. was formed in December 2005 and has offices in San Jose, California and Ottawa, Canada. For more information, visit www.choicebot.com.