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MAGICKITCHEN.COM ANNOUNCES “A TASTE OF HOME” RECIPE CONTEST

Favorite Family Dishes Can Now Be Prepared By Chefs, Frozen, and Delivered Nationwide

January 29, 2007 – Los Altos, CA – MagicKitchen.com, a Bay Area company providing home-delivered delicious, nutritious frozen meals, today announced its “A Taste of Home” recipe contest on its web site, www.magickitchen.com. People with favorite family recipes can submit their soups, appetizers, main dishes, side dishes, or desserts and be eligible for a \$200 MagicKitchen.com gift certificate, and having their namesake’s recipe produced by the MagicKitchen.com staff for sale and mass appreciation.

“Many of our customers are busy families or seniors who just don’t have the time nor inclination to make dinner for themselves on a nightly basis,” said Greg Miller, CEO of MagicKitchen.com. “But that doesn’t mean that they can’t enjoy their favorite foods anymore. These family recipes are a part of people’s heritage, and if we can help preserve the memory of Grandma’s spaghetti sauce, or Mom’s apple pie, that makes us and our customers happy.”

Submissions can be made at http://www.magickitchen.com/recipe_contest.html. Applicants must include the following information:

- Category (Soups, Appetizers, Mains, Sides, Desserts)
- Recipe
- Name, email address and phone number
- Suggested recipe name

“We hope that people will also be inspired to give the winning recipes as gifts, and that we can share them with our customer base.” continued Mr. Miller. “Our customers always tell us how much they appreciate being able to order food for a homesick college student, ailing friend, or expecting mother. Now they can do it conveniently, and with familiar meals.”

Entries will be accepted until April 31st. The MagicKitchen.com staff will then test all the recipes for taste and ability to be frozen and re-thawed. Winners will be announced May 15th.

About MagicKitchen.com

MagicKitchen.com is a rapidly-growing player in the burgeoning home-meal replacement market. Meals are prepared by chefs using quality ingredients, flash frozen, packaged, and delivered to the customer’s doorstep. The company actively participates in community fundraising. MagicKitchen.com is headquartered in Los Altos, CA, with kitchen facilities in South San Francisco, Redwood City and San Jose. MagicKitchen.com can be contacted by calling 877-51-MAGIC (877-516-2442), or visiting www.magickitchen.com.

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