



For Immediate Release

Contact: Rich Belanger, NutraPR
212-675-2658

***LIVE FROM NEW YORK, IT'S TASTESPACE.COM: THE LATEST WEB2.0 SOCIAL
COMMUNITY FOR FINE DINERS AND FRAT BOYS***

Unique website offers users a “steak” in their Dot Com future

New York, December 1, 2007 – TasteSpace.com, a user-generated search engine and social community devoted to New York City food and nightlife, has recently launched!

What makes TasteSpace (www.tastespace.com) different?

For one, up to \$250,000 worth of incentives, as part of the “*Cheque Please!*” Competition, a promotion created to reward TasteSpace’s most active users in the event that the company is acquired through a sale or IPO.

TasteSpace is not your typical online restaurant search engine; we believe our “microsite system” is a generation ahead of other bar and restaurant entertainment listings. So much so, we intend to share a part of our future success with our users because they are the real value drivers behind our website and business," says co-founder Ajay Rajani.

“Yelp.com is a good example of how effective users are at bringing small business venues into focus for the web community. And we take that model a step further by allowing both users and the venues themselves to participate,” says Rajani, who along with Jesse Sommer, a former Wesleyan University classmate, has convinced over 250 of their 7,000+ listed NYC bars and restaurants to upload menus, photos, highlights, event schedules, specials info, and other content to TasteSpace “Venue Profiles.” Venue registration is free, which is why many call the site “the MySpace for bars and restaurants.”

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“We centralize all available bar/restaurant content on easy-to-navigate venue profiles, and then offer a whole suite of searches with which users can browse our database,” says Sommer. “For example, you can use our *Tastrix* menu search to find a Gramercy Park pub serving mushroom risotto, or a sushi crib offering a mango samurai mojito in Midtown. And the *Scoop Du Jour* search locates drink and dinner specials in any given area on any given day.”

TasteSpace enthusiast Sumeet Sinha says his favorite feature is the *Take Me Out*, a brief survey that lets users find bars and restaurants suitable for specific types of people. “I had two dates in one night last Saturday,” says Sinha. “The *Take Me Out* led me to the perfect Chelsea venue for a first date... and when that ended, (badly), I looked at my *Take Me Out* results print-out for my ‘friends-with-benefits’ joint on the Upper West Side.”

For smaller establishments that may want an alternative to maintaining an expensive web site, TasteSpace.com offers lots of services designed to promote a vendor’s wares. For example, registered venues can create a customizable URL for their venue profiles, while all content listed on those profiles, including the menu, is Search Engine Optimized. So in addition to appearing in TasteSpace user searches, venue profiles are also more likely to appear in Google, Yahoo, and MSN searches. Venue registration is *free* and, through the Account Manager portal, venue owners/managers can take advantage of TasteSpace's many web-based marketing offerings.

Other TasteSpace features include:

- Online ordering and reservation services, along with menus, photos, videos, details, etc.
- *The TasteBuzz*, a user-generated online magazine of restaurant and nightlife content available across the web. Users are rewarded for voting on articles as part of the *Cheque, Please!* program.
- TasteSpace.com’s “Blog Spyder,” an innovative technology that scours the web for articles about specific bars and restaurants, and then adds links to those sites on the corresponding Venue Profiles.
- *Exclusive Bar and Restaurant Deals* and *Event Listings*

The **New York State Restaurant Association** announced a partnership with TasteSpace.com on November 1, 2007, designating it as NYSRA’s official partner for online promotion. This prestigious distinction was briefly noted when Fox 5 featured TasteSpace on its popular morning program “**Good Day New York**” on November 14th.