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**AMERICAN EXPRESS PUBLISHING AND TIME INC.  
COLLABORATE ON MULTI-MEDIA PROGRAM FOR INFINITI**

**FOOD & WINE “Supercharge Your Senses” Program Launches with Exclusive Content**

NEW YORK, NY (April 14, 2010) – American Express Publishing and Time Inc. announced today the launch of the FOOD & WINE “Supercharge Your Senses” series, sponsored exclusively by luxury automaker, Infiniti. Created by the editors of FOOD & WINE, “Supercharge Your Senses” will examine what’s hot in the epicurean world through the lens of the five senses—sight, hearing, touch, taste and smell. Launching in May issues and online on April 15, “Supercharge Your Senses” will be presented in multiple formats, including: print, online, mobile and events. Through each of the platforms, “Supercharge Your Senses” will provide food and culture recommendations around the country, sensory cooking secrets from chefs and complete wine tasting lessons.

“Infiniti is proud to partner with FOOD & WINE for the ‘Supercharge Your Senses’ series,” said Ben Poore, vice president, Infiniti Business Unit. “The series will be used to launch the Infiniti M and QX models and blends perfectly with the inspired performance philosophy of our brand.”

“Our ability to leverage world-class print and digital brands makes this an engaging multi-platform program for Infiniti,” said Leslie Picard, President, Time Inc. Corporate Sales and Marketing.

• **F&W “Supercharge Your Senses” in Print**

Three gatefold features will appear in the May, August, and December issues of FOOD & WINE and are scheduled to appear in select copies of other American Express Publishing Corporation and Time Inc. titles, including Essence, InStyle, Golf, Real Simple and Travel + Leisure. Infiniti will be the sole advertiser within these editorial sections. The features will cover epicurean experiences through the lens of the five senses under the themes of travel, food, and wine. The first part of the three in-magazine sections, will be devoted to travel and will reveal 25 food and culture experiences to see, hear, and taste in Oakland, Chicago, Washington DC, Dallas, Miami and New York. The August section will look at chef innovation and the last will focus on wine.

• **F&W “Supercharge Your Senses” Online & Mobile**

FOOD & WINE “Supercharge Your Senses” will be featured on host site foodandwine.com (foodandwine.com/supercharge), sponsored exclusively by Infiniti. The hub, which highlights the five senses—hear, see, touch, taste and smell—will include a weekly video series on how to taste wine with FOOD & WINE Wine Editor Ray Isle, features on how chefs are finding new ways to stimulate the senses, recipes that heighten the senses, and a Sense-o-Meter, an interactive tool to allow users to find recipes to match unique flavor profiles.

In addition, the magazine has created an iPhone application, “F&W’s Best of” that will allow users to find the best coffee bars, desserts shops and cocktail bars in each region of the United States. The “Supercharge Your Sense” app will be available for download on June 1. If users are not nearby, they will be able to get recipes to make these creations at home.

• **F&W’s “Supercharge Your Senses” Events**

Infiniti kicked-off their events strategy with sponsorship of FOOD & WINE's signature event, F&W Best New Chefs, April 6th in NYC. For the first-time ever consumers, who are Infiniti VIP customers, were invited to attend the 22<sup>nd</sup> annual event celebrating America's rising culinary stars. In addition, the magazine will create a "Sensory Dinner Series" in local markets nationwide around key model launches. Private dinners will be held at alumni F&W Best New Chef restaurants in Los Angeles, Houston, Miami in June; Chicago and Atlanta in July.

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#### **About Infiniti**

Infiniti offers a full-line of luxury performance automobiles that inspire at every turn, including the G Coupe, Sedan and first-ever Convertible, M sedan, EX and FX crossovers, and the QX full-size SUV. More information about Infiniti and its Total Ownership Experience can be found at [www.InfinitiUSA.com](http://www.InfinitiUSA.com).

#### **About Time Inc.**

Time Inc., a Time Warner company, is a world class branded content company, investing in the future and engaging more than 123 million consumers monthly; whenever, however, and wherever they are. With 22 magazines and 26 Web sites in the U.S., it is the country's largest consumer publisher. Each month, one out of every two American adults reads a Time Inc. magazine, and one out of every five, who are online, visits a company Web site (over 52 million monthly unique visitors). Time Inc.'s popular brands and successful franchises extend to online, television, cable VOD, satellite radio, mobile devices, events and branded products.

#### **About American Express Publishing Corporation**

American Express Publishing Corporation is an authoritative content company primed to deliver lifestyle expertise that informs choices, enriches perspective and empowers affluent and accomplished people -- and the businesses that serve them -- to make decisions and lead extraordinary lives. A wholly owned subsidiary of American Express Company, American Express Publishing magazine brands are *Travel + Leisure*, *FOOD & WINE*, *Departures* and *Executive Travel*. The company also produces a variety of travel, cooking, wine, time management, and financial books and products, creates digital content, operates luxury-marketing events and creates custom print and online programs for clients.

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