

**FOR IMMEDIATE RELEASE**

**Branded Book Publisher and Top Epicurean Brand Announce Publishing Partnership**  
**Time Inc. Home Entertainment and American Express Publishing Corporation**  
**Look to Broaden *Food & Wine*'s Book Publishing Program**

New York, NY (July 28, 2008) – Time Inc. Home Entertainment (TIHE) and American Express Publishing Corporation announced today a first-ever publishing partnership, effective January 2009. TIHE will be the new distributor of American Express Publishing Corporation's *Food & Wine* branded books.

"TIHE is thrilled at this opportunity. We look forward to making the *Food & Wine* brand as visible in the book publishing industry as it is in the magazine sector," said Richard Fraiman, President and Publisher of TIHE. "With more than 30 years of excellence as a top brand for culinary enthusiasts, *Food & Wine* is in a prime position to expand their brand further into the book market. And in addition to *Food & Wine*'s current titles, watch out for new book developments from this brand. TIHE and *Food & Wine* are discussing some interesting new title ideas for 2009 and beyond."

*Food & Wine*'s annual roster of book titles includes:

\* *Food & Wine* 2009 Annual Cookbook  
Publishes February 2009

\* *Food & Wine* Best of the Best: The Best Recipes from the 25 Best Cookbooks of the Year  
Publishes August 2009

\* *Food & Wine* Cocktails 2009  
Publishes April 2009

\* *Food & Wine* Wine Guide 2010  
Publishes October 2009

American Express Publishing Vice President of Books and Products Marshall Corey said, "TIHE offers a detailed brand focus that we believe will help raise the profile and expand our *Food & Wine* book program. We are excited about this partnership, largely due to TIHE's track record and expertise with branded illustrated books and holiday gift titles."

*Food & Wine* complements TIHE's current line of illustrated books with top-tier brands, such as LIFE, Sports Illustrated, Golf Magazine, In Style, Mayo Clinic, the NFL, People, Real Simple, and Time, among others.

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**About *Food & Wine***

Celebrating its 30<sup>th</sup> anniversary this year, *Food & Wine* ([www.foodandwine.com](http://www.foodandwine.com)) is the modern, stylish, trend-spotting, talent-seeking epicurean magazine. It leads the epicurean category in advertising and overall readership with an audience of 7 million readers with a passionate interest

in, and an adventurous approach to, cooking, wine, entertaining, restaurants, and travel. *Food & Wine's* signature and premier culinary event in the country, the annual *Food & Wine Classic* in Aspen, is the place to discover the greatest trends and talents in the world of food and wine. The magazine also has a partnership with Bravo's Top Chef contest reality series and recently debuted its first international edition, *Food & Wine China*.

#### 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 brands include *Travel + Leisure*, *Food & Wine*, *Departures*, *Travel + Leisure Golf*, and *Executive Travel* magazine. The company also produces a variety of travel, cooking, wine, time management, and financial books and products, creates online content, operates luxury-marketing events and creates custom print and online programs for clients.

#### About Time Inc. Home Entertainment

Time/Warner's Time Inc. Home Entertainment (TIHE) group publishes special magazines, books, calendars and videos for such Time Inc. titles as People, Time, Sports Illustrated, LIFE, InStyle, Money and This Old House. TIHE's client list includes Atkins, NFL, Guinness World Records, CNN and Warner Brothers. TIHE products are sold and distributed through both direct marketing and retail channels, where a large volume of specials "pockets" provides maximum visibility in high-traffic locations like supermarkets, drugstores and discount centers.

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