

PRESS RELEASE: For Immediate Release

09.25.11

Last year PapayaHead.com's meal planning website wowed in a White House sponsored competition. This year, the wow is back as PapayaHead.com helps "reclaim the dinner table" with the release of a powerful web-based tool that makes it easy for Nutrition Professionals to answer their client's need for meal planning and to get a new source of revenue for themselves.

ADA Food and Nutrition Conference/Expo (FNCE), San Diego, CA—September 25, 2011

San Diego, CA – SEPTEMBER 25, 2011 – Olympia, WA based PapayaHead, Inc. announces the release of Weekly Dinner Plans on their award winning website www.papayahead.com. Dean Jenkins, president/ceo of PapayaHead, Inc., said “We are excited to join the effort to ‘Reclaim the Dinner Table’ and believe our published weekly dinner plans are a great step toward eating well, for any household.”

According to Jenkins, PapayaHead takes the work out of menu planning. “Most people want to eat better but planning is hard. We do all the heavy lifting and make it easy for Nutrition Professionals to offer a solution to their clients.” The Weekly Dinner Plan is delivered via the web every week. Recipes in the plan are automatically scaled to the number of servings that the client specifies. The client can easily search for substitute meal ideas to make the plan perfect for their household. Recipe instructions and a shopping list are included.

As part of PapayaHead's new Weekly Dinner Plan launch, “We are pleased to offer two programs that make it easy for nutrition professionals to provide weekly dinner plans for their clients and gain a new source of revenue,” said Jenkins.

The two programs are Affiliate and Publisher. A Nutrition Professional can participate in the Affiliate Program by referring their clients to the Weekly Dinner Plans created by PapayaHead's Registered Dieticians, and receive an ongoing commission for each subscriber.

By signing up as a Publisher, the Nutrition Professional publishes Weekly Dinner Plans under their own name, in custom web pages. They can create their own plans or re-publish the Plans created by PapayaHead. In this scenario, the Nutrition Professional receives the bulk of the subscription fee and PapayaHead receives a commission.

About PapayaHead

PapayaHead was founded in 2006. The PapayaHead team now numbers 14 people including, Dr. Adam Drewnowski of the University of Washington as Chair of the Scientific Advisory Board.

In September 2010, PapayaHead.com was invited to the White House to celebrate their selection as a winner in the Apps for Healthy Kids contest (www.appsforhealthykids.com), part of First Lady Michelle Obama's "Let's Move!" campaign to end childhood obesity within a generation. The Olympia, WA based company was chosen from among nearly one hundred submissions judged by leaders from nutrition, games, commerce, and government disciplines including, Mark Pincus, CEO Zynga (Farmville) and Steve Wozniak Co-Founder, Apple Computer. Contestants were challenged to "develop fun and engaging software tools and games that drive children and their parents to eat better and be more physically active."

About PapayaHead's Web-Based Nutrition Analysis Engine

PapayaHead.com allows any family to make informed choices about what they eat, anywhere, in a fun, easy, and interactive way.

Free Features

- Build recipes or entire meal plans using easy drag and drop tools
- Extensive preference-based profiles
- Deep, dynamic, clinically-accurate analysis presented in simple graphical form
- Intuitive comparison to your profile
- Shopping list with \$-saving coupons

Premium Features

- Weekly Dinner Plan subscription program
- Affiliate and Publisher Programs for Nutrition Professionals

For more information, visit www.papayahead.com

Full Press Kit available at http://www.papayahead.com/press_kit.php

PapayaHead is a trademark of PapayaHead, Inc.

Contact:

Dean Jenkins, dean@papayahead.com

360-561-6137

#