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Independent Cooking Web-Cast, “2 for 10 (with Melissa)” Jumps from Computer Screen to Television Screen with Help from TasteTV and Tivo, Inc.

For Immediate Release

Woodbridge, NJ: “2 for 10 (with Melissa)”, an independent web-based cooking show, announced today that after 6 months of slowly gaining viewership and notoriety through the show’s own website, www.chefmelissa.tv, and popular food websites TasteTV.com, iFood.tv, and GroupRecipes.com, it will be available to millions of viewers via the TasteTV portal on Tivo, Inc.’s new Tivocast Service, which provides specialized content directly to all of Tivo’s Digital Video Recorder (DVR) subscribers.

“2 for 10”, hosted by co-creator Melissa Scheer, shows viewers how to create two complete dinners for less than ten dollars, prepared in about twenty minutes. Aimed at couples and roommates in their twenties and thirties, Melissa infuses food with fun, proving that just because budgets and time are tight, it doesn’t mean we have to settle for fast food and take-out. With episodes under ten minutes in length (including a tongue-in-cheek cartoon segment), and tackling “unusual-at-home” fare like ground lamb, duck, and vegetarian chili, Melissa and “2 for 10” quickly transitioned from the popular video-sharing outlets like YouTube, to being a featured contributor on popular food websites like TasteTV.com. Says A.K. Crump, founder of TasteTV, “TasteTV is very happy to have Chef Melissa and 2 for 10 as part of our lineup. Chef Mel is funny, cooks great recipes, and has a unique charm, resulting in a program that people love and don’t see on a traditional food network.”

This latest development with Tivo, Inc. has been like a dream-come-true for the aspiring filmmakers. “TasteTV asked us to provide Hi-Res videos of some of our episodes to be shown on Tivo DVRs. That was exciting!”, remembers Scheer. “But to actually find out that we’re one of their lead-off shows... how much freaking cooler can it get?!”

Future plans for “2 for 10” include a “Live-To-Tape” broadcast in the food court of the Cherry Hill Mall, and completion of their kitchen (which also serves as their studio). “Hey, I’m sure everybody who posts their videos on the web dreams of becoming the ‘Next Big Star’, but the reality of the situation is that our little group is having an awful lot of fun producing our episodes”, said Scheer. Plus, she adds, whatever she cooks on the show ultimately becomes that night’s dinner for her fiancé and her.

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About "2 for 10 (with Melissa)"

"2 for 10" began in October 2006 as an internet/video collaboration among four people: a Woodbridge, NJ dental receptionist and high-school instructor, and a library assistant and culinary graduate in Philadelphia, PA. Melissa Scheer, the mom-and-grandmother-trained "home-chef", is the alter-ego of many broadcast gourmands; she has a flair for the macabre and the mouth of a sailor. Therefore, "2 for 10" blends instructional cooking content with edgy humor, creating a unique product in a vastly saturated market.

About TiVo Inc.

Founded in 1997, TiVo (NASDAQ: TIVO) pioneered a brand-new category of products with the development of the first commercially-available digital video recorder (DVR). Sold through leading consumer electronic retailers, TiVo has developed a brand which resonates boldly with consumers as providing a superior television experience. Rapidly becoming the focal point of the digital living room, TiVo's DVR is at the center of experiencing new forms of content on the TV, such as broadband delivered video, music and photos. The company is based in Alviso, CA.

About TasteTV

Launched in 2004 by TCB CAFE Publishing & Media as the Indie Food Channel, TasteTV is the leading multi-platform generation-next food, wine and lifestyle network, and brings to food lovers exciting and delicious cooking shows, top chef recipe demonstrations, chocolate and wine tastings, product and restaurant reviews, and reality series. Several programs are viewer-contributed, submitted by talented home chefs, culinary professionals, and independent filmmakers, as well as developed in-house by TasteTV.

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