

MealEasy.com[®] Takes the Guesswork Out of Gluten-Free Eating for People Living With Gluten Intolerance

Intolerance to Gluten is a Widespread Disease and Maintaining a Gluten-Free Diet is the Only Proven Treatment

HALIFAX, Nova Scotia — Aug. 23, 2011 — Noviden Technologies, creators of the MealEasy[®] online meal-planning and management solution, today announced a tool specifically developed for people who must eat a gluten-free diet. MealEasy gives people living with gluten intolerance, also known as celiac disease, a regimented approach to controlling an often complex diet, and a common-sense guide to preparing homemade food.

A gluten-free diet is the only medically accepted treatment for gluten intolerance, but avoiding gluten can be tricky because many foods contain unlisted gluten products. That's where MealEasy comes in.

MealEasy is not just another recipe site. It is a complete meal-management package that gives users access to everything they need for planning and managing what they eat at home. At MealEasy, people with gluten intolerance can choose from more than 750 gluten-free meals created especially for them. From there they can plan menus, print an automatically generated shopping list, get preparation instructions and tips, approximate costs, pair meals with wine, and more. MealEasy takes the guesswork out of gluten-free eating because its recipes for celiac sufferers contain only gluten-free ingredients. By using MealEasy's gluten-free diet-planning tools, users never have to wonder whether their meals will make them sick.

"Gluten-free eating can be complex, especially for those who are implementing it as a new lifestyle change," said Noviden Executive Chef Paul Routhier. "We've demystified the process and provided only foods that are safe to eat, so adhering to a strict diet is much easier and less stressful. By using MealEasy, members can shop and cook with confidence."

Rather than aggregating recipes from other sources, Chef Routhier created and tested all of MealEasy's gluten-free recipes himself. All recipes have been vetted by nutrition professionals to ensure they are indeed gluten-free and nutritionally sound. Menus are totally customizable based on preferences, budgets, and more, and most meals are freezable.

"Even though we provide a full catalog of recipes, the recipes are just a piece of the process to us," said Chef Routhier. "We're really focused on the planning and the tools that make it easier to eat healthfully and well. Members report that having a plan helps them save money too, because they go to the store with a plan and only buy what they need."

More information about MealEasy gluten-free meal management is available at www.MealEasy.com.

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About Executive Chef Paul Routhier

Paul Routhier is an acclaimed chef with more than 20 years of culinary experience. His esteemed career includes stints as head chef at the critically acclaimed Citron in Toronto; head chef at Maple Canadian Bistro in Halifax; chef de cuisine at The Five Fishermen in Halifax; and sous-chef at Fid in Halifax. He's also cooked at Canoe, JOV, and The Town Grill in Toronto. Routhier has appeared on Breakfast Television and Food Network. He has a great grasp of nutritional needs, particularly for those with special diet considerations. Working from the Noviden test kitchen, Routhier creates unique, homemade meals that not only taste delicious, but are also healthy and easy to prepare. Routhier is a graduate of the culinary program at George Brown College and also has a degree in English literature.

About Noviden Technologies

Noviden Technologies exists to find ways to make healthy, quick, easy meal planning a reality for anyone. With MealEasy[®], Noviden's online meal-planning software, users can choose from thousands of healthy meal ideas to plan a week's worth of meals in as little as 15 minutes. MealEasy automatically compiles all the ingredients from the chosen meals and creates an organized grocery list, and provides step-by-step instructions on preparation and cooking. Started in 2005 by father and son George and Brent Borovan, the website offers a comprehensive and ever evolving catalog of meals, along with specialized meal plans for vegetarian, gluten-free, heart-healthy, and diabetic diets.

Noviden's Halifax, Nova Scotia, headquarters houses a state-of-the-art software-development lab, a custom-designed test kitchen, and network and server infrastructure to support development, maintenance, and high-performance hosting of the MealEasy website. Noviden also has a U.S. presence in San Clemente, Calif.

MealEasy can be found online at www.mealeasy.com

Media center available to members of the press: www.mealeasy.com/media.php