

FOR IMMEDIATE RELEASE

Survey Says: Just 30% of North Americans happy with what they eat.

New research shows startling results about how we eat, but the solution could quite literally be right above our heads.

INSERT DATE, 2011 / HALIFAX, Nova Scotia / While bikinis' are tightened and sun tan lotion is slapped on, the insides of our bodies are unlikely to be enjoying the same perks.

New research conducted by online meal planning service MealEasy.com could bring black clouds over your summery mood, and your health.

"Just 30% of us are satisfied with how well we eat" says George Borovan, President and founder of Noviden Technologies, the company behind MealEasy. "Reasons for this varied, with everything from people admitting addiction to sugar, right through to the regular 'lack of time' excuse".

Borovan poses a rhetorical question, "If people are aware, why don't they change? It's obvious people know there is a problem, but hardly anyone can find the root of it." He believes the solution is quite simple – Planning.

"We found out that just 38% of people plan their meals. These same individuals were often the ones reporting total satisfaction with their diet. Planning your meals allows you to regain full control over what you eat, what you need to buy and ultimately how much money you'll spend. We gave our survey respondents a very true fact, that a family of four who plan their weekly meals in advance can save up to \$5500 per year, enough for an extra vacation! After hearing this, 91% said they would now consider meal planning".

MealEasy.com is adamant that now is the time to make that change. James Collins, Director of Marketing, has noticed that summer is the time for that big life re-evaluation. "It's well documented that people make life changing decisions during the summer. The longer days, sunlight vitamins and brighter moods give us more of a perspective on life, and provide more motivation for doing what we know is right", he says. "Why not use this summer to accept that you're unhappy with your diet, and make a change that could literally save your life?"

MealEasy believe their unique product is the tool people need to kick-start a new life. The online meal planning program allows you to choose from over 2000 healthy meal ideas, each one created by the company's in-house chef. The system will also generate an automatic grocery list, and even take you through each meal's preparation, step-by-step.

"It's a bit like a complete roadmap to healthy eating" adds Borovan, who is passionate about what his team have created. He continues, "We always meet people who don't know where to turn, and have no tool to guide them down the path to a healthier life – this is exactly what my team have created over the past six years".

To try MealEasy for yourself, visit <http://www.mealeasy.com>

Follow MealEasy® on Twitter at @mealeasy.

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About Noviden Technologies, Inc.: Noviden Technologies, Inc. is a private software development company located in Halifax, Nova Scotia, Canada. Since its inception in 2005, the company has focused on creating the healthiest and most user-friendly meal planning solution available. The company maintains a state of the art development lab, its own custom designed test kitchen, administrative and conference facilities, and an onsite and offsite network and server infrastructure to support the development, maintenance, and high performance hosting of MealEasy.com.

About MealEasy®: MealEasy® is a first-class meal planning solution giving users step-by-step instructions on how to create easy healthy meals from scratch. Customers can choose between five healthy meal plans, depending upon their dietary needs and overall nutrition goals: the Balanced Meal Plan, the Vegetarian Meal Plan, the Heart Healthy Meal Plan, the Diabetic Meal Plan, and the Gluten Free Meal Plan. The innovative software walks customers through every step of the meal making process, even helping customers create a grocery list and saves money in the process. MealEasy® offers more than 1,500 quick and easy meals; most of which are ready in 30 minutes or less. MealEasy® is a registered trademark of Noviden Technologies, Inc.

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