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For Immediate Release

**HUSBAND AND WIFE TEAM UP TO BRING GOURMET, AFFORDABLE APPETIZERS TO GO
AT WWW.APPETIZERSTOGO.COM**

(NORTH BERGEN, N.J., March 26, 2004) -- The husband and wife team of Karen Wolf Brown and Matt Brown at www.Appetizerstogo.com, have combined their love of food and their food business experience into an appetizing adventure. www.Appetizerstogo.com, which was launched as a consumer business on the internet in 2003, has actually been a family-run wholesale business for more than 25 years, serving the foodservice industry and satisfying the discreet palate of chefs, caterers, hoteliers and country clubs. Even though the business has been around since 1974 and had an established clientele, Wolf and Brown saw an opportunity to bring their delicious, affordable upscale, gourmet hors d'oeuvres directly to the consumer and created www.Appetizerstogo.com to reach consumers in the convenience of their own homes.

"We realized that the average person needed more options when it came to serving hors d'oeuvres while entertaining," said Karen Wolf Brown. Karen and Matt noted that the options available to consumers were basically mainstream appetizers from club or retail supermarkets or items from high-end caterers. "We saw an opportunity to bring our products, which are more unique than what is found at retail, and products that are at or above caterer quality and close in price to wholesalers, directly to the consumer through our website," said Matt Brown. Hence, the creation of www.Appetizerstogo.com.

With more than 150 hors d'oeuvres to choose from, www.Appetizerstogo.com provides a large assortment of frozen appetizers that are shipped overnight to the customer, guaranteed fresh. The appetizers can be served up at any time for planned or impromptu parties, family get-togethers, extravagant events, barbecues and/or birthday parties. The hors d'oeuvres also make unique holiday, hostess or corporate gifts. With the theme "Just Bake, Serve and Impress," www.Appetizerstogo.com provides the ease and affordability for great entertaining.

You don't have to look far to see where Wolf and Brown's love for food came from. Matt Brown, who is operating President of www.Appetizerstogo.com, grew up participating in "in-home" food panels, as his mother, a marketing research executive with General Foods, would bring home

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products that were still in the development stage for Matt to taste. "It was fun tasting products such as Pop Rocks and Country Time Lemonade months before the rest of the country was introduced to them," noted Matt. He followed his appreciation for food to Kraft Foods where he spent seven years marketing such national brands as Jell-O, Cool Whip and Handi-snacks. After Kraft, Matt pursued his dream of owning his own restaurant and acquired a 50's style diner, The Blue Moon, in the heart of his home town where he gained invaluable experience with regards to quality, presentation and customer service. With more than a decade of marketing research, forecasting, food service and food manufacturing experience under his belt, Matt is excited about where this venture will take them.

Karen Wolf Brown grew up literally in the food business. Her parents were the founders of the popular national brand Alpine Lace Cheese, which was sold to Land O'Lakes in 1998. As a child, Karen attended trade shows with her parents, visited food-manufacturing facilities and even went on sales calls. She also worked in marketing for Alpine Lace and was responsible for the new product launch of Alpine Lace Cream Cheese. Karen's role as Vice President and Managing Partner for www.Appetizerstogo.com is to oversee the marketing and management of www.Appetizerstogo.com's website. Whether it's photo shoots, web design, new product introductions or developing the promotional and marketing material, Karen is involved. Karen's background in direct marketing and product development stem from her years working in the industry, most notably with GT Entertainment, the largest infomercial company in the industry, where she managed Richard Simmons and other notable celebrities' diet and food television programs.

Karen and Matt met while pursuing their undergraduate degrees at The University of Michigan, then both went on to receive advanced degrees with Matt obtaining his MBA at University of Illinois and Karen at Northwestern University. They now reside in New Jersey with their three year-old twins, close by the manufacturing and packaging facility for www.Appetizerstogo.com.

For more ideas on great appetizers, visit www.Appetizerstogo.com. Made from the freshest ingredients available, the handmade appetizers are created from award winning recipes, time-tested and perfected by chefs. Great for any party - weddings, cocktail, birthday, kid's birthday, anniversary, engagement, New Year's Eve, Halloween, holidays, the Superbowl and other special events. Impress guests with professional, chef quality hors d'oeuvres, not found at retail. Appetizers arrive fresh frozen within days of your order and are ready for any occasion. www.Appetizerstogo.com is the one stop shop for hors d'oeuvre needs. It's so easy -- just bake, serve and impress.

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****Note to media:** To receive a sample of appetizers from www.Appetizerstogo.com, please contact Jenifer Howard at jhoward1@optonline.net or 203-273-4246 to schedule delivery. The appetizers arrive via overnight delivery, boxed on dry ice.