

PRESS RELEASE

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Simply Gluten Free launches improved website, now combined with Simply Gluten Free Magazine website

August 30, 2013 – Simply Gluten Free has launched a new website, combining their blog website, www.SimplyGluten-Free.com with their magazine website, www.SimplyGlutenFreeMag.com.

The site now features Carol's famous blog posts, the successful magazine featuring the gluten and allergen free community's top bloggers and writers, great giveaways, the first ever Gluten Free Global Bloggers Community and the ever-so-useful recommends page that readers have come to know and love.

The site, which began in 2007, has experienced remarkable growth in the past few years, with more than 775,000 hits per month and 160,000 unique visitors per month. The magazine has expanded from just 18,000 printed copies at its inception in November 2012, to 70,000 printed copies for the current issue. The magazine website received an average of 25,000 bimonthly visits.

The move to combine the two sites allows the company to share both the original site and the magazine with readers. The new site is designed to be easier to navigate and more user-friendly.

The site will also feature Simply Gluten Free's new logo, which is designed after Carol's sophisticated and fun aesthetic – much like the new site.

The website officially launches today, but still has a few more areas that are being remodeled, including the products section which will feature all of Carol Kicinski's own books and merchandise as well as products from other companies she recommends.

To check out Simply Gluten Free's new look, visit www.SimplyGluten-Free.com.

About Carol Kicinski:

Carol was diagnosed with gluten intolerance more than 20 years ago. In addition to her popular website, she is also in her fourth season as a monthly syndicated gluten free chef on NBC-based WFLA-Tampa Bay's *Daytime* TV show. In November 2012 she launched *Simply Gluten Free* magazine, which has now become the most popular gluten and allergen free magazine in America.

Simply Gluten Free Magazine can be viewed at www.SimplyGlutenFreeMag.com
Simply Gluten Free blog can be viewed at www.SimplyGluten-Free.com

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