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AllergyEats Wins 2012 Web Health Award(SM)

Boston, MA, January 7, 2013 - AllergyEats was selected as a winner in the 14th annual Web Health Awards(SM) program. This competition is held twice each year - Winter/Spring and Summer/Fall - and recognizes the nation's best digital health resources.

The AllergyEats smartphone app, which allows users to find and rate restaurants based on how well they accommodate food-allergic diners, received a Silver Award for Best Mobile Directory/Ratings/Guide.

"We are honored to be selected as a winner in the 2012 Web Health Awards competition," said Paul Antico, Founder and CEO of AllergyEats, father of three food-allergic children and passionate food allergy advocate. "Our winning entry was chosen from nearly 600 contenders, judged by a panel of distinguished experts in digital health media."

This is the third award that the AllergyEats app has won in the past six months. Earlier this year, it won Best Allergy App in About.com's prestigious 2012 Readers Choice Awards, and more recently, the AllergyEats app was named one of the ten Best Allergy Health Apps of 2012 by Healthline.

"The AllergyEats app builds off the outstanding success of the core AllergyEats website, which has a tremendous – and rapidly expanding – number of users finding and rating restaurants based on their level of food allergy-friendliness. Our mobile app offers all of the same benefits as the original AllergyEats website, with the added convenience of portability," Antico explained. "Users have on-demand access to this wealth of information right at their fingertips."

AllergyEats, a peer-based website and smartphone app, is dramatically improving the way food-allergic and gluten intolerant individuals find allergy-friendly restaurants. AllergyEats helps food-allergic families quickly and easily find restaurants that will cater to their special dietary requirements – and avoid the ones that won't.

AllergyEats lists more than 575,000 restaurants nationwide, which food allergic diners can rate. The site also offers information on restaurants' menus (including gluten-free menus), allergen lists, nutrition information, certifications, web links, directions and more. The site, app and related social media sites help families with food allergies reduce the guesswork - and the anxiety - surrounding dining out with food allergies.

This peer-based ratings and review site lets people see at-a-glance which restaurants have been more willing and better able to accommodate special dietary requirements, allowing food-allergic diners to make more informed choices about where to dine.

Most restaurant review sites include information about establishments' food, ambiance or service, but AllergyEats is singularly focused on food allergies, with peer reviews spotlighting where people with food allergies or intolerances have more comfortably eaten.

AllergyEats has been endorsed by highly-respected food, health and allergy organizations and individuals, including the Asthma and Allergy Foundation of America, Gluten Intolerance Group, Massachusetts Restaurant Association, Chef Ming Tsai, Chef Joel Schaefer and more. AllergyEats was recently selected as the About.com 2012 Readers' Choice Award winner for best Food Allergy App. The AllergyEats smartphone app also won a Web Health Award and was honored as one of Healthline's Top Ten Food Allergy Apps. For more information, please visit www.AllergyEats.com.

The Web Health Awards(SM) program is organized by the Health Information Resource Center(SM) (HIRC), a national clearinghouse for professionals who work in consumer health fields. Other well-known HIRC programs include the 19th annual National Health Information Awards(SM), (www.healthawards.com) which annually recognizes the nation's best consumer health programs and materials (for non-digital resources), and two national "Fitness Day" events: The 11th annual *National Women's Health & Fitness Day*® (www.fitnessday.com/women) and the 16th annual *Family Health & Fitness Day USA*® (www.fitnessday.com/family).

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