



## **TURBOCHEF ANNOUNCES MULTI-YEAR STRATEGIC PARTNERSHIP WITH MARTHA STEWART LIVING OMNIMEDIA**

### **Martha Stewart and Emeril Lagasse to Showcase Oven's Innovative Technology**

(Atlanta, GA – May 1, 2008) -- TurboChef Technologies, Inc. (NASDAQ-GM: OVEN) Monday entered a multi-year agreement with Martha Stewart Living Omnimedia, Inc. (NYSE: MSO). The agreement allows for TurboChef, the premier developer of gourmet speedcook ovens, to work closely with both Martha Stewart, a leading voice in cooking, home décor, and entertaining and Emeril Lagasse, one of America's most popular television chefs and the chef/proprietor of 11 restaurants. Emeril Lagasse is endorsing the oven and MSLO will create integrated marketing programs with TurboChef, some of which will feature Martha Stewart.

Under the three-year agreement, TurboChef will tap into the unique multimedia platforms of MSLO with a marketing program that will include the use of images of Ms. Stewart and Mr. Lagasse in marketing and promotional materials, and TurboChef's consumer oven model will be featured on the Emmy award-winning, nationally syndicated daily television series *The Martha Stewart Show*. Ms. Stewart and Mr. Lagasse each will create a short film to be featured on the TurboChef Web site and used to teach the innovative and revolutionary TurboChef technology to their respective audiences. They will make appearances at select TurboChef events, further supporting the collaboration and joining with TurboChef to communicate the unique benefits and values of the TurboChef® brand.

"We look forward to working closely with Martha Stewart and Emeril Lagasse, two of America's most well-respected culinary personalities and brands, on this exciting long-term program," said Richard Perlman, Chairman of the Board of TurboChef. "It is a testament to TurboChef that such prominent and well-known authorities are so impressed with TurboChef's technology that they want to use our products and tell their audiences about their one-of-a-kind experiences. With MSLO, we can reach millions of consumers and educate them about our product."

“The agreement allows TurboChef to receive marketing rights and services in exchange for equity, so our interests are aligned. Additionally, we believe with MSLO’s own brand equity and pre-existing partners we will have attractive opportunities to further grow our sales and distribution,” said Jim Price, CEO of TurboChef.

Founded in 1991, TurboChef is a pioneer in developing high performance speedcook ovens for both the commercial and residential markets. The company launched its first-ever residential oven, the TurboChef 30” Double Wall Speedcook Oven, on April 11, 2007 at an event in New York City. Celebrity Chef Charlie Trotter, designer Cynthia Rowley, actress Kim Cattrall and noted TV personality Ted Allen each prepared dishes in the oven, demonstrating its speed, versatility and ease of use for the assembled guests, including designers, architects, chefs, foodies, and media.

Following the successful release of the company’s first residential oven, which is now available in more than 175 dealers across the U.S., TurboChef recently launched its second residential model – the TurboChef 30” Single Wall Speedcook Oven, which begins shipping in May 2008.

Both ovens feature restaurant-proven technology adapted to fit the needs of today’s home cook. Its technology allows the home cook to prepare meals up to 15 times faster than conventional methods with exceptional quality using Airspeed Technology™ – heated air applied rapidly and evenly to the food product within the oven cavity. A 12-pound turkey that would ordinarily take four hours to cook can be roasted to perfection in just 42 minutes, and a frozen pizza cooks in just 2 minutes and 30 seconds. Through the process, foods retain more moisture than when cooked in conventional ovens resulting in enhanced quality and flavor. The oven features six cook settings – bake, roast, broil, air crisp, toast and dehydrate. The oven can also be used as a stand-alone microwave. The TurboChef Speedcook Oven harmonizes its advanced technology with a user interface that makes cooking any favorite family recipe as easy as using an ATM.

In an effort to allow for further personalization, TurboChef has released a custom oven door color option that is available both for the TurboChef 30” Double Wall Speedcook Oven and the TurboChef 30” Single Wall Speedcook Oven.

With the availability of 200+ custom door colors from the RAL Classic Color Collection, TurboChef furthers its commitment to reinventing the oven experience by offering customers a blank canvas, in this case the Speedcook Oven door, to select the perfect color to fit an individual’s kitchen design

aesthetic and personality to make it their own. The oven's hearth-shaped door, signature curves and sculpted handle offer a unique, modern design balanced with the rich heritage of cooking. Available for the top oven door only, a custom color costs an additional \$795.00.

In addition to our custom color collection, the upper oven door is available in premium Stainless Steel along with six standard fashionable colors – Orange Hearth, Thermal Red, Evening Blue, Charcoal, White and Ivory.

The TurboChef 30" Single Wall Speedcook Oven retails for \$5,995.00. The TurboChef 30" Double Wall Speedcook Oven, with its additional unique and versatile cooking and warming bay, is \$7,895.00. For more information and to view online cooking demonstrations, please visit [www.TheOvenReinvented.com](http://www.TheOvenReinvented.com). For dealer information, call 866-54ENJOY.

**About TurboChef Technologies, Inc.**

TurboChef Technologies, Inc. (NASDAQ-GM: OVEN) is a leading provider of equipment, technology and services focused on the high-speed preparation of food products for the worldwide commercial primary cooking equipment market and has recently introduced equipment for residential markets through the application of its high-speed cooking technologies. The address of TurboChef's principal executive offices is Six Concourse Parkway, Suite 1900, Atlanta, GA 30328. Visit TurboChef at [www.turbochef.com](http://www.turbochef.com).

**About Martha Stewart Living Omnimedia, Inc.**

Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) is a diversified media and merchandising company, inspiring and engaging consumers with unique lifestyle content and distinctive products. The Publishing segment encompasses four magazines, including the company's flagship publication, Martha Stewart Living, periodic special issues and books. The [marthastewart.com](http://marthastewart.com) website provides consumers with instant access to MSLO's multimedia library, search and find capabilities, recipes, online workshops, community and personalization tools and more. The Broadcasting segment produces such outstanding programming as the Emmy-winning daily, nationally syndicated television series, "The Martha Stewart Show" and Martha Stewart Living Radio, channel 112 on SIRIUS Satellite Radio. In addition to its media properties, MSLO offers high quality Martha Stewart products through licensing agreements with carefully selected companies, including the

Martha Stewart Collection exclusively at Macy's, Martha Stewart Everyday at Kmart, Martha Stewart Crafts with EK Success and a co-branded food line with Costco. In April 2008, Emeril Lagasse joined the Martha Stewart family of brands; MSLO acquired the assets related to Lagasse's media and merchandising business, including television programming, cookbooks, and emerils.com website and his licensed kitchen and food products. For additional information about MSLO, visit [www.marthastewart.com](http://www.marthastewart.com).

### **Forward-Looking Statements**

Certain statements in this release, and other written or oral statements made by or on behalf of TurboChef, are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Statements regarding future events and developments and our future performance, as well as management's expectations, beliefs, plans, guidance, estimates or projections relating to the future, are forward-looking statements within the meaning of these laws. These forward-looking statements are subject to a number of risks and uncertainties. These risks and uncertainties include, but are not limited to, the following: the uncertainty of market acceptance and demand for the Company's products, the ability to obtain additional financing necessary to expand operations, the uncertainty of consumer acceptance of new products or technologies that may be offered by TurboChef, the dependence on a limited number of customers, relationships with and dependence on third-party equipment manufacturers and suppliers, impact of competitive products and pricing, and the results of government inquiries and possible regulatory action or private litigation regarding the Company's stock option grants and practices. The words "looking forward," "believe," "expect," "likely," "should" and similar expressions identify forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only for the date the statement was made. TurboChef Technologies, Inc. undertakes no obligation to publicly update any forward-looking statements, whether as a result of future events, new information or otherwise.

### **For Information Contact:**

James Curich/John Weiss

Susan Magrino Agency

212.957.3005

[James@smapr.com](mailto:James@smapr.com)

[John@smapr.com](mailto:John@smapr.com)