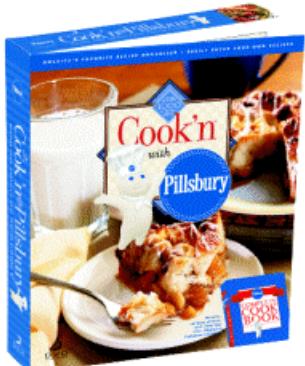


Press Release

To Be Released November 1, 2002



New Cook'n with Pillsbury® CD-ROM Makes Mealtime a Snap

Recipes from America's Most Trusted Kitchens now available for the first time in electronic format for quick, easy access.

MINNEAPOLIS/SALT LAKE CITY – November 1, 2002 –

The age-old dilemma of “What’s for dinner?” now has a new solution in Cook’n with Pillsbury, a new CD-ROM that combines the recipes from the “Pillsbury® Complete Cookbook” with the popular Cook’n™ recipe organizer software.

Cook’n with Pillsbury is a software program that allows you to access and organize recipes electronically. The program eliminates the time and hassle of searching through stacks of recipe cards or scraps of paper to find just the right recipe. With nearly 1,000 recipes from America’s Most-Trusted Kitchens just a mouse-click away, you can find anything from soups and stews to cookies, candies and entrees in no time. Getting dinner on the table any night of the week has never been easier!

“Pillsbury has always kept pace with what America likes to eat. Now with this first-ever CD-ROM version of our ‘Pillsbury Complete Cookbook,’ we’re bringing our popular recipes into the electronic age, making it even easier for home cooks to find new cooking ideas,” said Lois Tlusty, Pillsbury cookbook manager.

You can quickly browse recipes by chapter, or look through over 200 full-color photos to find something that looks scrumptious. Better yet, type in the ingredients you have on hand and Cook’n with Pillsbury will find all the recipes that use those items.

When you’re ready to prepare the meal, Cook’n with Pillsbury also provides dozens of useful cooking tips and how-to video clips straight from the “Pillsbury® Complete Cookbook,” so you can see a live demonstration before you try it yourself. Then, with the

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click of a button you can print the recipe onto a decorative recipe card, or download it to your Palm™ handheld for easy viewing in the kitchen.

“With the time demands people face these days, planning meals is a challenge for many families,” said Dan Oaks, president and founder of DVO Enterprises, the developer of Cook’n software. “The convenience of the Cook’n software, combined with quick and easy recipes from a trusted source like Pillsbury, simplifies meal preparation and makes mealtime fun and memorable.”

Cook’n with Pillsbury provides a host of time-saving features:

- Search for recipes by title, chapter or ingredients
- Adjust recipe serving sizes automatically
- Enter your own recipes
- Create weekly menus
- Automatically generate grocery shopping lists
- Print recipes onto decorative 3-by-5 and 4-by-6 inch recipe cards
- Download recipes and shopping lists to any Palm™ handheld
- Analyze the nutritional value of recipes

Cook’n with Pillsbury is the newest Cook’n title from DVO Enterprises, a privately-held software company specializing in recipe organizer applications. Cook’n has become America’s favorite recipe organizer, with hundreds of thousands of copies sold to date.

Cook’n with Pillsbury has a suggested retail price of \$29.95, and is available at popular retail stores, including Best Buy, Circuit City, CompUSA, Fry’s Electronics, Media Play, Office Depot and Sam’s Club. The program can also be purchased directly by calling 1-888-462-6656 or online at www.dvo.com. Cook’n with Pillsbury runs on Windows® 95/98/ME/2000/NT/XP, with the following system requirements: Pentium® or higher, 8MB RAM, 2x CD-ROM-ROM drive, 16MB hard disk space.

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About Pillsbury Cookbooks

Pillsbury has been pleasing home cooks with its cookbooks for almost 100 years. The Pillsbury cookbook line includes a full collection of titles ranging from the general all-purpose "Pillsbury Complete Cookbook" to specially-themed books like "Best of the Bake-Off® Cookbook," "Pillsbury Appetizers" and "Pillsbury One-Dish Meals Cookbook."

About DVO Enterprises

DVO Enterprises is a privately-held software company located in Alpine, Utah, dedicated to strengthening families through quality software. For the past 10 years, DVO has developed and marketed the Cook'n line of recipe organizer software that has become the leading product in its category. While other companies have offered this type of software in the past, most have now moved on to other things and have left customers with outdated products and no support. DVO Enterprises has remained committed to cooking software, and will continue to bring innovative products to market. Current popular Cook'n titles include Cook'n with Taste of Home, Cook'n Deluxe, Cook'n for Diabetics, Cook'n & Grill'n, and many more. Visit www.dvo.com to see the current software titles.

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