



## Discover The Best Street Food In Your City With The Improved Eat St. App

New version of the Eat St. App for iPhone Available for Download Starting Today

**VANCOUVER, May 9, 2012** - The street food revolution has given rise to North America's tastiest, juiciest fleet of mobile eateries and Eat St. wants to be your fearless captain.

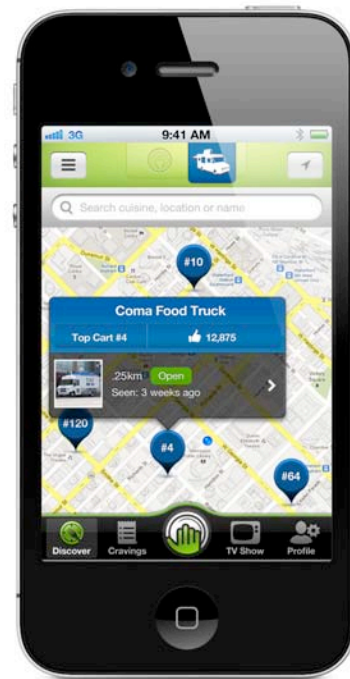
The new version of the Eat St. iPhone App, developed by Invoke and Paperny Entertainment to complement the popular Food Network television series, can now direct you to the best street food dishes in your city, as verified by the experts — street food aficionados like you. Local foodies can snap pictures of a food cart's individual dishes, rate them and offer tips for the benefit of locals and tourists. A city's food carts and dishes are ranked, so users can quickly see the must-try dishes locally, in every city in North America.

Just like in the previous version, The Eat St. App will display local delicacies and the carts that serve them. Integration with Google Maps makes finding your next street meal a breeze. Foodies demanded new features and The Eat St. App is excited to deliver:

- More accurate locations
- More food cart menus
- A “to-do” list of dishes to try later
- More video content from the Eat St. TV series
- The biggest street food database on earth – more than 4,000 carts and trucks!

The iPhone App is launching alongside Season 3 of Paperny Entertainment's hit TV series, Eat St.,

“ Have you tried the Kimchi Quesadilla at 12<sup>th</sup> and King? It's the best in the city!



premiering at 10pm ET/7pm PT on May 9<sup>th</sup> on Food Network Canada and 8pm on May 15<sup>th</sup> on The Cooking Channel in the U.S. Discover the most incredible food carts in North America and the UK, and then take it to the streets with the App to kick off your most delectable summer yet.

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**Invoke** is an award winning digital innovation company that works with the world's leading brands to bring meaningful web and mobile social applications and digital experiences to life. Based in Canada, with offices in New York, Invoke has gained national recognition for its accomplishments across a wide range of Fortune 500 brands, including The Walt Disney Company, Dove, EA, GAP, Wells Fargo, ViaCom, Jim Beam and the family of Piaggio scooter and motorcycle brands. For more information, visit <http://www.invokemedia.com/>

**Paperny Entertainment Inc.** is an independent Vancouver and New York-based production company run by partners David Paperny, Audrey Mehler, and Cal Shumiatcher. It has garnered worldwide acclaim for its provocative, innovative, and entertaining television programming. From groundbreaking documentaries to reality television series to lifestyle programming, Paperny Entertainment excels in capturing the essence of human stories. For a full roster of productions or more information, please visit [www.papernyentertainment.com](http://www.papernyentertainment.com).

**About Shaw Communications Inc.**

Shaw is a diversified communications and media company, providing consumers with broadband cable television, High-Speed Internet, Home Phone, telecommunications services (through Shaw Business), satellite direct-to-home services (through Shaw Direct) and engaging programming content (through Shaw Media). Shaw serves 3.4 million customers, through a reliable and extensive fibre network. Shaw Media operates one of the largest conventional television networks in Canada, Global Television, and 18 specialty networks including HGTV Canada, Food Network Canada, History Television and Showcase. Shaw is traded on the Toronto and New York stock exchanges and is included in the S&P/TSX 60 Index (Symbol: TSX – SJR.B, NYSE – SJR). For more information about Shaw, please visit [www.shaw.ca](http://www.shaw.ca).

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