

Omaha Steaks Launches New iPhone Mobile Application

Omaha Steaks, the nation's leading purveyor of exceptional premium beef and gourmet foods, announced today the launch of a new mobile application for iPhone.

The all-new Omaha Steaks app has been completely redesigned with gourmet-focused features to make shopping, redeeming rewards, gifting, and cooking convenient and easy from your mobile device. "It's the complete experience for anyone who loves to make, eat and share great food," said Todd Simon Senior Vice President and Family Owner.

The new app includes features to help customers shop, gift, earn rewards, find a store and cook their favorite meals. Key features of the new Omaha Steaks app include:

- **Gifts**

Omaha Steaks huge selection of can't go-wrong gourmet gifts is here, and easy to find and send within the app. It takes just a few minutes to shop by recipient, occasion, budget, or send a gift card.

- **Steak & Cooking Timer**

The Omaha Steaks app includes an interactive cooking timer that's at your side the whole time you're cooking. Expert-chef timers are built in for steaks, roasts, seafood, and smoking/barbeque. You can set timers for as many different items as you want including sides and other items to make a complete meal. As you cook, receive countdowns and indicators for the next step, as well as, notifications and audio alerts that let you know when to flip, when to turn, when to remove, and resting time.

- **Recipes**

The complete library of more than 400 Omaha Steaks-approved recipes is here. Find your new favorite steak, by meal, by ingredient, or by occasion.

- **Steaklover Rewards**

Members of the rewards program earn free Omaha Steaks products, discounts when they shop, and exclusive deals. Use the app to collect points, track your rewards and redeem when you're ready.

- **Store Locator**

Improved map functionality makes it easy to find the nearest Omaha Steaks store.

- **Scan to Buy**

Use your smartphone's camera to redeem Omaha Steaks offers faster and more easily than ever. Just point-and-click a picture of any mailer, coupon, sign, or catalog and you're shopping those deals within the app.

- **Custom Cooking Directions**

Cook anything from grilled filet mignon to a full smoked brisket with complete step-by-step directions before you start.

"We have been perfecting the art of enjoying steak and gourmet food for nearly 100 years," Simon added. "Our new app makes it easy to shop for and cook the perfect meal with step-by-step cooking instructions including different cooking methods and timers to create the perfect meal every time."

The new app is available for free through the App Store on the iPhone, iPad, and iPod touch, or at www.itunes.com/appstore.