**FOR IMMEDIATE RELEASE**

**Dream Dinners Introduces Instant e-Gift Cards, The Perfect Last-Minute Gift For a Family On-the-Go**

**New e-gift card instantly gets recipients up and running with Dream Dinners, a place where recipients can go to quickly assemble deliciously easy family dinners**

**SNOHOMISH, Wash. (Nov. 29, 2010)** - Dream Dinners, the country’s leading meal assembly service, is offering a gift card that will stuff more than your stocking! This holiday season, last minute shoppers can purchase an e-gift card to Dream Dinners, which the recipient can then instantly jump online and use to schedule an upcoming “fix and freeze” assembly session at a nearby Dream Dinners locations, which can yield them a month’s worth of home-cooked delicious family dinners in just about an hour!

 “There’s no better gift for a busy mom than a helping hand in the kitchen,” said Stephanie Allen, President and co-founder of Dream Dinners. “Giving a card from Dream Dinners is like saying to the recipient ‘you enjoy time for yourself this holiday break, dinner’s on me’.”

In a matter of minutes at DreamDinners.com, guests can purchase the e-cards and send to a loved one anywhere in the U.S., a life-saver for procrastinating shoppers. Purchase takes just three easy steps:

1. **Visit the “Buy a Gift Card” page** on DreamDinners.com and select the virtual gift card
2. **Select the design you like most**, which will appear in the body of the e-mail sent to notify the recipient they’ve been gifted
3. **Enter a personal message** and the e-mail address of the recipient, and add to your cart to purchase!

And the process is just as easy for the recipient. After receiving the email with the e-gift card code and special message included, the recipient simply logs on to DreamDinners.com to select a nearby location and order the meals they would like to make for their family. The balance of the e-gift will simply be applied to his or her order when they enter the e-gift card code to their transaction.

Gift cards can be purchased in any denomination to apply to a Dream Dinners order, which costs approximately $4 per serving, so a $50 gift card, for example, would provide approximately four three-serving meals or two six-serving meals.

“The virtual card is also a great gift for loved ones across the country because it doesn’t require any packaging or shipping,” said Allen. “In about five minutes, you can someone a thousand miles away meals for their family to enjoy together. It’s all of the convenience of a gift card and yet a unique and thoughtful gift the recipient is sure to appreciate.”

**ABOUT DREAM DINNERS**Founded in 2002, Dream Dinners, Inc. is the recognized originator of the $300 million meal assembly industry. Headquartered in Snohomish, Wash., Dream Dinners locations provide guests’ monthly menus to select from, then procure and prepare all ingredients in advance, so guests can assemble dozens of meals in about an hour, then take home to freeze. With more than 100 franchises in 30 states, Dream Dinners saves its guests both valuable time and money, and focuses on bringing families back to the dinner table with healthful, delicious and easy-to-fix meals. [www.dreamdinners.com](http://www.dreamdinners.com)

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