



PR Newswire

Cutting Edge iPhone™ / iPod® touch Apps Improve Quality of Life For Those With Celiac / Coeliac & Food Allergies

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iEatOut™ Enables Safe Dining and Traveling—Anytime & Anywhere

CHICAGO (July 31, 2009) – AllergyFree Passport® and GlutenFree Passport®, internationally acclaimed health education firms, today launched the *iEatOut Gluten & Allergen Free™* application. iPhone™ and iPod® touch users can now experience instant access to safe eating out around the corner from their homes or around the world.

Individuals, families, friends and restaurants learn what is safe to eat as well as how foods are prepared—all discreetly and easily at their fingertips. Based on the 7-time award winning *Let's Eat Out!™* book series, this how-to application offers users peace of mind with 'cuisine-specific' choices dynamically configured to 10 food allergens. Users have the opportunity to select from one or a combination of allergens: corn, dairy, eggs, fish, gluten, peanuts, shellfish, soy, tree nuts and wheat.

Once tailored to their needs, users quickly browse detailed menu items from Indian, Italian and Steak restaurant cuisines with color-coded columns immediately indicating if the dish 'contains' or 'may contain' allergen(s). Users are further empowered with knowledge of dish preparation, ingredients, traditional/non-traditional culinary techniques, cross-contamination and critical questions for safe meals.

"Our global market research indicates that over 70% of individuals managing gluten & allergen-free lifestyles are most concerned about eating in restaurants and at social gatherings," states Kim Koeller, President and CEO of AllergyFree Passport®. "iEatOut. transforms these into safe and positive eating experiences for everyone involved."

This application reflects a collaborative team effort between international business and technology consultants, restaurant industry professionals and individuals impacted by celiac / coeliac disease & food allergies. In addition, iEatOut™ and the *Let's Eat Out!™* series encompass succinct content that has undergone rigorous focus group testing and quality assurance reviews with hundreds of individuals and chefs worldwide.

Based on over 6 years of extensive research, this series is endorsed by special diet associations and recognized by 200-plus media outlets. The enhanced book, *Let's Eat Out with Celiac / Coeliac & Food Allergies!*—published in June 2009, and the associated series are available from distributors, wholesalers, online and local bookstores in over 25 countries.

iEatOut™ is immediately available through Apple's iTunes Apps Stores with iEatOut LITE™ pending the Apple review process. For educational resources, visit www.AllergyFreePassport.com, www.GlutenFreePassport.com & www.GlutenFreeOnTheGo.com.

