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## **Grocery Coupon Network Announces Partnership With SheKnows Food & Cooking Channel**

*Leading online coupon community will increase visibility and reach through one of the web's top authority sites for female consumers ages 18 to 54*

**LOS ANGELES, CA (August 22, 2011)** – As digital coupon and “daily deal” platforms continue to rise in popularity, leading online coupon community [Grocery Coupon Network](http://www.GroceryCouponNetwork.com) has announced an advertising partnership with SheKnows, a leading online destination for women attracting nearly 55 million unique visitors (Google Analytics, April 2011). Through the authority site's Food & Cooking Channel, [Grocery Coupon Network](http://www.GroceryCouponNetwork.com) will provide the SheKnows audience with special offers from local and national brands.

Through the SheKnows partnership, consumers will be able to source deals and save money on everything from leading cereal brands and frozen pizzas to clothing, makeup, and personal care items. [Grocery Coupon Network](http://www.GroceryCouponNetwork.com) currently reports over 20mm coupons printed since its launch and anticipates this number will increase by 70-80% over the next six to twelve months with the newly established relationship with SheKnows. Included within this partnership, SheKnows will exclusively represent the online advertising inventory for the Grocery Coupon Network.

“We are extremely excited for this opportunity to partner with an online destination site that is aligned with our target audience and will ultimately allow us to provide our members an enhanced user experience through our partners' special offers,” remarked Jeff Hudson of [Grocery Coupon Network](http://www.GroceryCouponNetwork.com). “As our company continues to grow, it is important for us to establish our brand through these types of relationships, and we believe SheKnows will be an integral part of our long-term strategy.”

As one of the fastest-growing destinations on the web, SheKnows is consistently one of the top 3 properties for women. For advertisers, opportunities for sponsorship and creative integration go well beyond the banner and make marketing messages an uninterrupted part of the user experience.

“We are very excited to be partnering with Grocery Coupon Network! Adding them to our current SK Food vertical is going to give us additional reach in the trending couponing space, which we are extremely happy about.”

### **About Grocery Coupon Network**

As a top 50 Comscore site in the Coupon vertical, the Grocery Coupon Network (<http://www.GroceryCouponNetwork.com>) is one of the leading coupon lovers' communities on the web. Through aggregating the best digital grocery coupons, discounts, and special offers from both local and national brands, the company provides a reliable source for those looking to save money and time. Grocery Coupon Network currently has over 1mm active members and over 40,000 Facebook fans that together print nearly 1.5M coupons a month with a savings totaling over \$2.2M.

**About SheKnows:**

Getting to the heart of what it really means to be a woman, SheKnows ([www.sheknows.com](http://www.sheknows.com)) attracts more than 55 million unique visitors (Google Analytics, April 2011). With editors dedicated to providing daily content for women seeking advice, information and a fresh, fun take on life, the site is among the most authoritative and comprehensive sources for women ages 18 to 54. The SheKnows audience gains access to award-winning exclusive content on entertainment, parenting, health and wellness, money and career, dating, beauty and style and more, and are offered a stimulating, well-rounded online experience enhanced with a vibrant community, free games and activities, and captivating blogs.

As one of the fastest-growing destinations on the web, SheKnows is recognized among the top 3 properties for women. Recently honored with the 2010 OMMA Award for Web Excellence, SheKnows has been named the No. 1 site for Family, Parenting and Women's Interests. For advertisers, sponsorship opportunities and creative integration go well beyond the banner and make marketing messages an uninterrupted part of the user experience. The company is based in Los Angeles with offices in New York, Scottsdale and Chicago. SheKnows is part of AtomicOnline ([www.atomiconline.com](http://www.atomiconline.com)), Evolve Media Corp's publishing unit.

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