



For Immediate Release

**Sheknows launches a new premiere destination for hair beauty and style: HairstyleLounge.com**

**Phoenix, Arizona -- July 29<sup>th</sup>, 2009**— Shortly after releasing RealMomsGuide.com, the premier online community for moms, SheKnows ([www.sheknows.com](http://www.sheknows.com)), is proud to launch Hairstyle Lounge ([www.HairstyleLounge.com](http://www.HairstyleLounge.com)). Hairstyle Lounge offers SheKnows' female-centric audience a premiere destination for simplistic hairstyles, hair care, styling ideas and trends.

Hairstyle Lounge offers:

**Haircare Tips:** Find ideas on how to polish your look, dos and don'ts for daily hair care, bad hair day emergency tips, hairstyle ideas for special events and much more.

**Hairstyle Photo Gallery:** Browse hundreds of photos related to your hairstyle, hair type and color. Check out new styles and find inspiration for your next trip to the salon!

**Celebrity Hairstyles Photo Gallery:** Get hairstyle ideas from your favorite celebs and find out the latest in Hollywood hairstyle trends.

**Hairstyle Lounge TV:** Watch as a celebrity stylist Sarah Potempa, demonstrates simple step-by-step hairdos and time-savers and shares tips with readers.

**Contest & Prizing:** Take fun polls and be entered to win fabulous prizes. Hairstyle Lounge presently features a grand prize valued over \$3,500!

**Fun Quizzes:** Test your hairstyle knowledge and have fun discovering new tips that are well suited for your hair type, the shape of your face, color and much more!

**ABOUT HAIRSTYLE LOUNGE**

Hairstyle Lounge ([www.hairstylelounge.com](http://www.hairstylelounge.com)) is SheKnows' premier destination for simplistic hairstyles, hair care, product trends and more. On Hairstyle Lounge women can browse hairdo photos, find hairstyle ideas, hair care tips, simple hair solutions, celebrity trend and more. Plus, Hairstyle Lounge offers Hairstyle Lounge TV with celebrity stylist tips and step-by-step timesavers. Hairstyle Lounge joins the SheKnows family of sites, among the fastest-growing destinations for women on the web. It's where all women belong!

**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 24 million unique visitors. With editors dedicated to providing daily content for women seeking advice, information and a fresh fun take on life, the site is the authoritative source for women ages 18 to 54. The SheKnows audience gains access to 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 message board community, free games and activities, and captivating blogs.

As one of the fastest growing destinations on the web, SheKnows is consistently one of the top 10 properties for women, generating over 150 million page views each month. For advertisers, opportunities for sponsorship 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 Atomic Online ([www.atomiconline.com](http://www.atomiconline.com)), a diversified online media company.

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