



ACTRESS AND MOM KELLY RUTHERFORD RAISES HER VOICE ONLINE WITH POPULAR MOM BLOGGERS AND SHEKNOWS.COM

Gossip Girl star joins Mommalogues, one of SheKnows' award-winning parenting offerings, to video blog about parenting, beauty, food and more

Scottsdale, Ariz. (February 13, 2013) – SheKnows.com, the web's largest lifestyle site for women, is proud to announce that actress Kelly Rutherford is the latest celebrity mom to join Mommalogues (www.mommalogues.sheknows.com), its popular and award-winning video blog website featuring some of the nation's most popular mom bloggers and regular guest celebrity moms vlogging (video blogging) daily on hot topics. Throughout the month of February, Rutherford will join the lively conversation on the site, vlogging from her home and giving viewers an up close and personal look at the *Gossip Girl* star and her thoughts on raising kids, eating healthy and more.

Rutherford follows other celebrity moms including Busy Philipps, Alison Sweeney, Alanis Morissette, Cindy Crawford and more, who have also appeared on SheKnows' Mommalogues – a two-time Digiday Publishing Award winner for best use of video by a publisher. During the month of February, Rutherford, along with the well-known mom bloggers who appear regularly on the site to answer new daily questions, discusses the last time she cried, when it is okay to lie to her children (she doesn't!), how she makes healthy food choices for her family and other engaging or controversial topics.

"I have two children, ages three and six, and also juggle being a working actress and my own website where I cover lifestyle, beauty, giving and more," said Rutherford. "All of that is both challenging and rewarding and I love that Mommalogues is a great platform for moms to celebrate and talk about how we're all just doing the best we can."

"SheKnows is excited to welcome Kelly Rutherford as our newest celebrity mom to join the Mommalogues conversation," said SheKnows.com Executive Editor Kristin Bustamante. "The appeal of Mommalogues is that it shows moms that no matter where you live, what you do, celebrity or not, we all have similar concerns, fears and challenges when it comes to raising our children."

While the regular mom bloggers and celeb moms like Rutherford provide plenty of content, viewers are encouraged to share their own experiences with the Mommalogues community through the reaction buttons, social media share features and comments sections.

To catch Rutherford's vlogs and join the conversation, visit Mommalogues at <http://mommalogues.sheknows.com/>.

About SheKnows.com

SheKnows (www.sheknows.com) is the new standard of publishing with its family of female-centric properties and custom programming. It is among the largest online lifestyle communities for women ages 18 to 54 attracting more than 41 million unique visitors (comScore, November 2012), and meets the needs of today's modern woman with information important to her daily life.

As one of the fastest-growing destinations on the web, SheKnows boasts a stimulating, well-rounded online experience enhanced with Emmy® Award-winning SheKnows TV, captivating blogs, celebrity contributors and a vibrant social reach.

Recently honored by *Forbes* as one of the Top 100 Websites for Women and one of the Top 10 Lifestyle Sites for Women, SheKnows.com also received the OMMA Award for Web Excellence as the No. 1 site for Family, Parenting and Women's Interests in both 2010 and 2011. For advertisers, sponsorship opportunities and creative integration go well beyond the banner ad and make marketing messages an uninterrupted part of the user experience.

The company is based in Scottsdale, Ariz., with offices in New York City, Los Angeles and Chicago.

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