



Leading Women's Media Property SheKnows.com Names Media Veteran, Philippe Guelton, as CEO

Key Senior Hire to Support Accelerated Growth of the SheKnows Brand

SCOTTSDALE, AZ--(Marketwire - Jan 14, 2013) - SheKnows.com today announced that Philippe Guelton is joining the company as Chief Executive Officer and will be based in New York. The appointment of Mr. Guelton, an experienced digital media executive with a proven track record of leading iconic women's media brands, including *Elle*, *Elle Décor* and *Woman's Day*, follows on the company's recent acquisition by private equity firm Great Hill Partners in December 2012.

Prior to joining SheKnows.com, Guelton served as President of Thrillist Media Group, a leading men's lifestyle publication and operator of *Jackthreads.com*, a members-only shopping club. Previously, Guelton served in several senior roles at HFMUS (previously Hachette Filipacchi Media U.S.), most recently as EVP & Chief Operating Officer, where he oversaw the company's U.S. media properties, including *Elle*, *Elle Décor* and *Woman's Day*, among others. During his time at HFMUS, Guelton led several key initiatives, including the launch of *Glo.com*, a premier online fashion and beauty property, in partnership with MSN and BermanBraun, and the creation of the HFMUS Media Lab. He was also instrumental in the sale of HFMUS to Hearst in June 2011.

"I am excited and honored to have Philippe join the SheKnows family. His extensive experience and proven track record managing both online and offline media brands around the world make him the perfect fit, the perfect person for this job and for our team," said Kyle Cox, co-founder and president of SheKnows.com. "His leadership and expertise will be instrumental as we continue to grow our brand globally and expand our offerings to even better serve our large, highly-engaged community of women." "SheKnows.com is the fastest-growing women's focused media property online, built on award-winning content, engaging products and deep relationships with marketers," commented Philippe Guelton. "I am excited to partner with Kyle and the rest of the team to help accelerate the growth of the SheKnows brand and to bring compelling content, innovative products, and unique experiences to the SheKnows community of users and advertisers."

About SheKnows.com

Getting to the heart of what it really means to be a woman, the SheKnows family of sites attracts more than 41 million unique visitors (comScore, November 2012). With more than 100 employees based in Scottsdale, Ariz., and sales teams in New York City, Chicago and Los Angeles, SheKnows.com has grown at a 50 percent compound annual growth rate over the last four years on the strength of its unique and engaging content for female consumers. SheKnows.com boasts an extensive, rapidly-expanding library of premium content that runs the gamut of women's interests including entertainment, parenting, beauty, food, health and home, among others. Additionally, SheKnows.com delivers award-winning original video production that is fueling broad-based consumer engagement and more than 36 million video streams per month. The power of the SheKnows brand, led by this premium content, has been recognized through esteemed industry awards, including 2011 and 2012 Emmy® Awards, back-to-back OMMA Awards for Website Excellence, major celebrity partnerships and national media coverage.

Additional key elements of the SheKnows.com platform include the following: partnerships with Hulu, iTunes, Innovid and publications like SHAPE Magazine; regular celebrity contributors; a loyal online community; an expansive library of 500,000 expert-quality articles; 3,000 original videos; and a family of complementary sites

including FabulousFood.com, PregnancyandBaby.com, LovingYou.com and AllParenting.com, among others. SheKnows has also established itself as a truly global brand, launching dedicated international sites in three countries: Canada, Australia and the United Kingdom.

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.