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PATTIKNOWS

SHEKNOWS.COM HOSTS CELEB-STUDED BIRTHDAY CELEBRATION FOR MILLIONAIRE MATCHMAKER, PATTI STANGER

Kyle Richards, Lisa & Ken Vanderpump, Vicki Gunvalson, Alexsis Bellino, Madison Hildebrand, Heather McDonald, and Haylie Duff Walked the Exclusive Pink Carpet to Celebrate Patti and Her All New Website PATTIKNOWS.com

Los Angeles, CA June 15, 2012 – SheKnows (www.SheKnows.com), the fastest growing online content and community global destination for women, hosted a star-studded birthday celebration on Thursday, June 14 for Millionaire Matchmaker star, Patti Stanger. The event also coincided with the launch of her all new official website, PattiKnows (www.PattiKnows.com), powered by SheKnows. The evening brought out droves of celebrities, who posed on the hot pink carpet at trendy West Hollywood, Koi.

Friends and supporters of Patti who came out to mingle included Kyle Richards, Lisa Vanderpump, Madison Hildebrand, Alexis Bellino, Haylie Duff, Heather McDonald, Marysol Patton, Mayte Garcia, Vicki Gunvalson, Shaun Robinson, Richard Greico, and stars of Millionaire Matchmaker, Rachel Federoff and Destin Pfaff.

Before enjoying an elaborate “Patti-ism”-adorned cake from Charm City Cakes West, of ‘Ace of Cakes’ television fame, celebrities and VIP guests sipped complimentary cocktails from breakout spirit brand Ty-Ku Sake, and danced the night away to the sounds of DJ B. Hen. Later in the evening, musical guest, A Fine Frenzy, performed songs from her upcoming album. Through it all, one of the biggest hits of the night remained the glam video booth, where party-goers got to dress up in lavish feather boas to send their birthday salutations and congratulations to Patti on her new site.

Meanwhile, Patti’s fans at home were able to tune into the event through the live streaming coverage on, PattiKnows.com (<http://pattistanger.sheknows.com/>). Up-to-the-minute content included behind the scenes photos and footage, including Patti’s arrival, celebs walking the red carpet, a sneak peek in the swag bag, celebs’ video birthday messages for Patti, and even the live performance by A Fine Frenzy.

“Tonight was one of the most extraordinary evenings of my life,” Stanger said, as the evening came to an end. “It is so amazing to celebrate my birthday and the launch of PattiKnows with close friends and wonderful partners.”

About Sheknows

Getting to the heart of what it really means to be a woman, SheKnows (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. SheKnows boasts a stimulating, well-rounded online experience enhanced with Emmy Award-winning SheKnows TV, captivating blogs, and a vibrant social reach. As one of the fastest-growing destinations on the web, SheKnows is recognized among the top three properties for women.

To learn more about PattiKnows.com, or to speak with Patti Stanger, Destin Jude Pfaff, Rachel Federoff, Patia Eaton, Christopher Renstrom or Haylie Duff please contact:

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