

For Immediate Release



SheKnows Launches New “Fabulous” Brand with the Acquisition, Redesign & Re-launch of FabulousFoods.com

LOS ANGELES, September 29, 2010 — SheKnows just got a little more fab with the addition of the Fabulous brand of sites, starting with Fabulous Foods. FabulousFoods.com (<http://www.fabulousfoods.com/>), a site dedicated to helping cooks make the most out of their time in the kitchen, has been acquired and re-launched by online publisher SheKnows with a new look and even more of the mouth-watering cooking ideas and recipes that readers know and love.

Launched more than a decade ago, FabulousFoods.com goes beyond just a database of recipes and boasts a loyal following of food fanatics who rely on the FabulousFoods editors to put only the very best recipes, tips, trends, tricks and information right at their food-stained fingertips.

Whether you’re a busy mom, gourmand, weekend grill warrior or walking into the kitchen for the first time, you’ll find helpful content at FabulousFoods.com.

“We know there are a lot of food sites out there that have tens of thousands of recipes, but we want to provide a destination where food lovers can get much more than just 25 versions of the same tuna casserole recipe,” says Rebecca Bracken, FabulousFoods editor. “Sometimes cooks just need a little inspiration and advice to take their cooking from bland to fab, and that’s what we’re dedicated to doing at FabulousFoods.com.”

Aside from tools for the everyday cook, FabulousFoods.com provides recipes and information for all types of cooks: low-cal, low-carb, gluten-free, vegan, vegetarian and much more.

“SheKnows is setting out to bring our readers fabulous information and we are starting with one of the most popular topics on our site: food,” says Kyle Cox, SheKnows.com general manager. “We acquired FabulousFoods.com because of the integrity of the content and because we know there’s a dire need in the food world for more than just a database of recipes. Readers want to know they have a real partner in the kitchen, and they have that with FabulousFoods.”

Visit FabulousFoods.com and check out our new look and even more of the content that put FabulousFoods on the map in the 1990s. Better yet, join the thousands of cooks from across the globe who come to FabulousFoods.com to share their best cooking tips, tricks, recipes and reviews.

[FabulousFoods.com](http://www.fabulousfoods.com) helps cooks make every meal delicious, one recipe at a time.

About FabulousFoods.com

At FabulousFoods our philosophy is simple: Life is too short to eat anything but fabulous food. Launched in the late 1990s and recently acquired and re-launched by SheKnows.com, FabulousFoods is the ultimate destination for busy cooks who want to make the most out of their time in the kitchen. Boasting nearly half a million visitors each month and thousands of loyal community members, FabulousFoods is quickly becoming recognized as a leader in food content publishing.

About SheKnows.com:

Getting to the heart of what it really means to be a woman, SheKnows (www.sheknows.com) attracts nearly 45 million unique visitors (Google Analytics, March 2010). With editors dedicated to providing daily content for women seeking advice, information and a fresh, fun take on life, the site is an 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 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. The company is based in Los Angeles with offices in New York, Scottsdale and Chicago. SheKnows is part of AtomicOnline (www.atomiconline.com), Evolve Media's publishing unit.

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