

***For Immediate Release***



## **SHEKNOWS RELAUNCHES LOVINGYOU WITH EXPANDED CONTENT, MAGAZINE-STYLE LAYOUT AND FASHION FEATURES**

**Los Angeles, Calif. (October 3, 2011)** – Evolve Media Corp.'s SheKnows (SheKnows.com), one of the fastest growing online lifestyle publications for women, is proud to announce the relaunch of their style- and relationship- focused site LovingYou (LovingYou.com). In addition to expanding their beauty and fashion offerings, LovingYou revealed a new magazine-style layout featuring hairstyle photo galleries and fresh, customizable content devoted to helping women embrace both their inner and outer beauty.

Expanding upon the romance tips and relationship advice for which LovingYou is known for, the site introduced several new sections focused around hairstyles and hair care, skin care, fitness and ways to become even more fabulous. While striving to stay current with trends, SheKnows ultimately hopes to further engage the LovingYou audience with the help of fun, interactive Top 10 lists, celebrity content, quizzes and unique features including a Personal Style Guide that customizes fashion and make-up tips based on eye color, hair color, face shape and body type so readers can rock the latest trends with confidence.

On a monthly basis, LovingYou hosts more than 1 million unique visitors, and receives nearly 8 million pageviews, according to Google Analytics.

"The relaunch of LovingYou precisely captures what SheKnows is all about; listening to our audience, and growing with them," said Alison Bills, Managing Editor of SheKnows. "The added features and content offerings give readers an arsenal of valuable information that they can apply to each and every day, and the newly enhanced site provides an elevated platform for our advertisers."

### **About LovingYou:**

LovingYou.com is the ultimate source for beauty news, style tips, celebrity fashion, love and relationship advice and everything else you need to look and feel fabulous on a daily basis. Featuring customized content, LovingYou provides readers with style suggestions based on their eye color, body type, face shape and more. In addition to offering fashion and makeup tips, LovingYou is dedicated to providing daily content that is comprehensive and fun on a variety of topics including health, home and skincare.

Reaching more than 1 million unique visitors each month, LovingYou is the perfect forum for advertisers seeking a way to engage the female demographic. LovingYou is part of SheKnows.com, one of the top 3 properties for women and recipient of the 2010 OMMA Award for Web Excellence.

### **For More Information:**

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