



Patti Stanger Partners with Leading Women's Site SheKnows to Launch Her New Official Website, "PattiKnows"

LOS ANGELES, CA MAY 25, 2012- SheKnows (www.sheknows.com), one of the fastest growing online content and community global destinations for women and a division of Evolve Media Corp., partners with famous love and relationship expert Patti Stanger to launch her official site, PattiKnows (www.pattiknows.com). The site is a branded online platform for Stanger that will include daily content from Patti, video diaries, weekly columns from her staff, and interactive features for the SheKnows community.

Powered by SheKnows, PattiKnows is dedicated to all things focused on dating and relationships. Creating content using her expertise, Patti shares her viewpoints on current love trends and studies, dating shows, and celebrity relationships, while doling out relationship lessons based on the latest TV shows, movies, and books. Many of the posts are accompanied by personal photos that Patti posts. In addition to articles there is a weekly video series with Patti dishing on her personal dating stories and advice to women whether they are single, dating or married. Once season six of Millionaire Matchmaker launches, fans will be able to read recaps of current episodes on PattiKnows.

Much like Patti's life and business, PattiKnows features content and columns from her family of staff. As part of her matchmaking team and seen on Millionaire Matchmaker, real life spouses Destin Jude Pfaff and Rachel Federoff write a weekly advice column to couples and singles. Patia, her assistant, writes a "Single in the City" column where she blogs about getting back into the dating world after a recent breakup, with endless advice from Patti at her fingertips. Other site features include a weekly recipe using aphrodisiac ingredients and weekly horoscopes. Lastly, users are able to submit questions directly to Patti's twitter, with an 'Ask Patti' module. There are also Twitter and Facebook feeds to Patti's accounts so her fans can keep up with her latest updates right from her site.

"SheKnows, based on the size of their audience and their digital expertise, was the obvious choice for me to partner with as part of building out my brand." Says Stanger "With PattiKnows I have daily contact with my fans and by partnering with SheKnows I'm able to build a stronger, more loyal fan base online."

"SheKnows worked hand in hand with Stanger to create a site that reflects Patti's voice while offering quality content to her fans and the SheKnows readers," says Kyle Cox, President and Co-founder of SheKnows. "PattiKnows is a perfect marriage of Patti's voice and views coupled with SheKnows' award-winning publishing model of quality content, backed by an engaged audience."

To find out what PattiKnows visit www.pattiknows.com

About SheKnows.com:

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 a vibrant message board community and captivating blogs in addition to free games.

As one of the fastest-growing destinations on the web, SheKnows is recognized among the top 3 properties for women. Recently honored by Forbes as one of the Top 100 Websites for Woman and one of the Top 10 Lifestyle Sites for women, SheKnows also received the 2010 OMMA Award for Web Excellence and has been named the No. 1 site for Family, Parenting and Women's Interests. For advertisers, sponsorship opportunities 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 Corp.'s publishing unit.

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