



SheKnows Launches *ChatPack*, A Weekly Webisode Series Featuring a Roundtable of Four Women Tackling the Latest Topics in Health, Parenting, Finance and More

LOS ANGELES, August 25, 2010—SheKnows (www.sheknows.com), one of the fastest growing online content and community global destinations for women, today announced the launch of a new online video series called SheKnows *ChatPack* www.sheknows.com/sheknowstv/chat-pack. The show's panel consists of four women discussing different aspects of their lives and giving advice to viewers about the latest topics on parenting, finance, health and more.

Each of SheKnows *ChatPack*'s hosts has a colorful background bringing experience and passion to the panel. Diana Jung has worked as a reporter on the red carpet for E! Online and now devotes her time to photography and the Big Brothers Big Sister Organization where she is a committee board member. After having studied theater in college, Sara Michaels worked at Walt Disney World as a live performer still claiming this as her favorite family vacation spot. Today you will find Sara as a makeup artist, realtor and doting mother and wife. Leslie Cain spent 10 years working in sales and marketing for Anheuser-Busch and Del Monte Foods before obtaining a license in massage therapy. Now Leslie is an actor, model, wife and mother of two. Lisa Workman grew up on a large farm in Wyoming where she branded cattle, sheared sheep and made her own soap, butter and cheese. Leslie is an active mother who enjoys cooking, oil painting and decorating.

The *ChatPackers* will be joined by an expert in the field relevant to each week's topic, such as beauty, fitness, travel, love & romance, and will give first-hand tips and advice in regard to services and products that are in the audience's best interest.

To give SheKnows users the chance to get to know the *ChatPack* women and experts on a more personal level, the *ChatPack* hub will have profiles pages for each individual consisting of bios and photo galleries. The SheKnows *ChatPack* hub will also feature content relevant to the video topics and offer giveaways for its viewers.

Below is a rundown of *ChatPack*'s first season episodes:

- *Jetsetters* – The hottest vacation destinations for girlfriends, singles & couples, and how to find the best travel deals.
- *Making the Cut* – The girls share their worst hair experience ever and give styling tips and product recommendations to recreate favorite celebrity styles.
- *Dollar Divas* – Exploring common financial mistakes women make in their 20s, 30s and 40s, and what women can start doing today.
- *Work it Out* – Easy exercises women can do at work or home, tips for getting active and a few of the newest fitness products to hit the market.
- *Girls Night Out* – The girls sound off on how they make time for their girlfriends, favorite girls' night out activities and how to look fabulous when hitting the town.

“The goal of the SheKnows *ChatPack* series is to create a conversation among these four women for the audience to connect with on a personal level,” said Kyle Cox, Vice President, General Manager of SheKnows.” This video series, coupled with the site’s extensive supplemental articles and bios, will make the *ChatPackers* tastemakers among women for everything relating to parenting, finance and health, and more.”

The *ChatPack* series went live with three episodes on August 12th and will debut two more to follow every other week after. Each episode will be approximately between three to six minutes in length and users will be able to comment on each video and share them with their friends.

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. 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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