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SheKnows 'Dares' Its Community to Get Social With, SheKnows Connect, Its Brand New Social Media Platform

SheKnows Launches SheKnows Dares Its First Ever Social Product Encouraging Users to 'Dare' to be Better

LOS ANGELES, CA MARCH 28, 2011 – Evolve Media Corp.'s SheKnows (www.sheknows.com) launches SheKnows Connect, a new social media platform along with the sites first ever social feature, SheKnows Dares. With SheKnows Connect and Dares, SK better integrates content and community, allowing "conversations" to begin on site around content and then extend that experience off site onto Facebook and other social networking platforms.

SheKnows Connect, a single sign-on social platform, is leveraging technologies to tie into the users' social graph to enable sharing, competition, direct contact functionality and profile portability. SheKnows Connect focuses on using existing platforms and bringing the best-of-breed SheKnows editorial content to our users, and their friends, directly.

SheKnows Dares is the first in a long line of features or products on the SK Connect platform. Dares provides a unique social aspect to SheKnows, encouraging its users to "dare" themselves to be better. By incorporating SheKnows Connect with Facebook Connect, users can easily accept and complete simple, yet meaningful dares, and challenge their friends via Facebook to do the same. SheKnows taps into its vast community of users and calls on them to be the SheKnows Dares brand ambassadors, better known as the 'Daring Divas'. SheKnows Dares prompts users to accept any number of over 250 "dares", anywhere from "Walk a mile today" to "Finally ask out your crush". Dares is the first of many social products that SheKnows will be launching this year. Other social features will include a product centered around SheKnows CityGuide as well as a pregnancy and parenting product allowing women to share the different stages of their motherhood.

"The SheKnows audience connects around passion points within the site's content," states Kyle Cox, Vice President and General Manager of SheKnows. "With SheKnows Connect we are better engaging users on site around content and then extending the experience outside of SheKnows in order to continue the conversation. With SheKnows Dares, we are encouraging the community to get involved to create an experience not only on SheKnows but within their social networks on and offline."

To begin 'daring', visit <http://www.sheknows.com/dares>.

About SheKnows.com:

Getting to the heart of what it really means to be a woman, SheKnows (www.sheknows.com) attracts more than 50 million unique visitors (Google Analytics, August 2010). 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. The SheKnows audience gains access to award-winning 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 community, free games and activities, and captivating blogs.

As one of the fastest-growing destinations on the web, SheKnows is recognized among the top 3 properties for women. Recently honored with the 2010 OMMA Award for Web Excellence, SheKnows 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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