



**SheKnows Goes Local with Launch of GeoParent,
GeoParent Offers Moms Local Info on Attractions, Events, Activities and
More in 10 U.S. States and Canada**

LOS ANGELES — JULY 15, 2010 — SheKnows (www.sheknows.com), one of the fastest growing online content and community global destinations for women, recently launched a new regional parenting resource called GeoParent.com. This website caters to on-the-go, busy moms wanting to treat their families to the best of what 10 U.S. states and Canada have to offer in a targeted fashion.

GeoParent.com is an all-in-one regional-specific hub aimed at parents looking for tips and advice on the best family attractions, events and activities in New York, Arizona, California, Michigan, Ohio, Texas, Pennsylvania, Florida, Illinois, Georgia, and Canada. GeoParent picks prime articles covering various sections that include *Family Attractions*, *Best in the U.S. Festivals & Fairs*, *Fun Places for the Kids*, and more. Besides activities alone, there are also numerous editorial pieces in *Health in Your Area*, and *What Your Lunch Style Says about You* that pertain to parents across the U.S. and Canada.

“With the vast amount of resources SheKnows has, launching GeoParent to target mothers on a local level was clearly a sublime project to initiate,” stated Kyle Cox, Vice President and General Manager of SheKnows. “This local channel provides moms with detailed articles on the best attractions for families that are practical and budget-friendly, with informative pieces on child safety and more.”

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 5 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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