

**SHEKNOWS LAUNCHES NEW PERSONALIZED GIFTING TOOL, SHEKNOWS GIFT PICKS**

***Free social tool to SheKnows readers for holiday season***

**Scottsdale, Ariz. (December 6, 2012) –** Just in time for the holiday season,SheKnows.com, the web’s largest site for women, announced today the launch of SheKnows Gift Picks, a free social tool meant to take the guesswork out of shopping and simplify the process of gift giving.

SheKnows Gift Picks ([www.sheknows.com/giftpicks](http://www.sheknows.com/giftpicks)) allows readers to connect through their Facebook account, and select the friends for whom they wish to buy gifts. The tool instantly generates personalized gift suggestions for each friend based on his or her likes and interests. From pet-lovers and bookworms to the more outdoorsy types and shopaholics, Gift Picks takes the hobbies and interests that make each reader’s friends unique, and uses that information to create a list of thoughtful gift ideas. Readers are provided with the options to email, print and keep shopping. It’s shopping made easy this holiday season!

“We’re thrilled to be able to offer this free online tool just in time for the holidays,” says SheKnows Co-founder and President Kyle Cox, “In addition to Gift Picks providing recommendations for our readers’ entire shopping list, we also noticed how much fun our focus group users were having seeing what personality types were generated for their friends and family. Overall the results are very positive, and users are able to enjoy the gifting process instead of dreading the traditional experience of coming up with gift ideas.”

**About SheKnows.com:**

SheKnows ([www.sheknows.com](http://www.sheknows.com/)) is the new standard of publishing with its family of female-centric properties and custom programming. It is among the largest online lifestyle communities for women ages 18 to 54, attracting more than 55 million unique visitors (Google Analytics, April 2012), and meets the needs of today’s modern woman with information important to her daily life.

SheKnows boasts a stimulating, well‐rounded online experience enhanced with Emmy Award-winning SheKnows TV, captivating blogs, celebrity contributors and a vibrant social reach. As one of the fastest-growing destinations on the web, SheKnows is recognized among the top three properties for women.

Recently honored by Forbes as one of the Top 100 Websites for Women and one of the Top 10 Lifestyle Sites for Women, SheKnows also won the OMMA Award for Web Excellence for the second year in a row in 2011. 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 Scottsdale with offices in New York, Los Angeles and Chicago.

**For More Information:**

***SheKnows***

*Alison Bills*

*Executive Editor*

*(480) 237-7100 Ext. 4109*

*alison.bills@sheknows.com*