



SHEKNOWS KICKS OFF VOTING FOR THE 2010 SHEKNOWS PARENTING AWARDS

SheKnows Editors Round Up the Top Brands, Websites, Gear and more for Parents to Vote on Their Favorites

Los Angeles, CA — August 9th, 2010 — SheKnows (www.sheknows.com), one of the fastest-growing online content and community global destinations for women, opens voting today for the 2010 SheKnows Parenting Awards. The coveted award program recognizes outstanding products and services in the parenting industry, based on functionality, quality, convenience and best bang for the consumer's buck. Winners will officially be announced Oct. 10, 2010 on SheKnows.com.

The SheKnows Parenting Awards recognize a variety of popular products and services within the parenting industry. The awards have 25 main categories with each containing 5 different sub-categories for a grand total of 500 nominees! Categories consist of everything from gadgets and books, all the way to baby feeding and toys. All winners will be selected by the SheKnows readers who can cast their vote once daily. Voting will close September 15th, 2010.

"Millions of moms come to SheKnows to stay in-the-know on the topics that are important to them and to enhance the lives of their families. Launching the Parenting Awards was a natural addition to our informative content," says SheKnows Managing Editor Alison Bills. "The combination of our editors' careful nominee selections and the online votes of parents across the nation allow this prestigious award to recognize nominees for the for their outstanding products and services."

All nominees are automatically eligible to win the Editors' Choice Award, which spotlights one specific brand voted exclusively by the SheKnows Editorial Team. Starting today Aug. 9, 2010, readers can access voting by visiting <http://www.sheknows.com/surveys/2010-sheknows-best-parenting-awards>.

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 Atomic Online (www.atomiconline.com), a diversified online media company.

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