

For Immediate Release

SHEKNOWS PARTNERS WITH WOMAN.ca TO INCORPORATE CANADIAN CONTENT FOR THE FIRST TIME

Toronto—November 24, 2009— SheKnows (www.sheknows.com), one of the fastest growing online content and community global destinations for women, announced today a partnership with WOMAN.ca. SheKnows will exclusively handle their entire ad inventory in Canada while also using content from WOMAN.ca, marking the first time SheKnows will use content from a Canadian source.

“WOMAN.ca is proud that our nearly 100 contributors will be representing the voice for Canadian women and extending our great content and reach to SheKnows’ 1.5M Canadian monthly readers, says Josh Feuer, CEO, WOMAN.ca. We are equally excited to have WOMAN.ca’s advertising inventory exclusively represented by Gorilla Nation”.

WOMAN.ca is a social publishing platform for women, seamlessly connecting a targeted female audience with relevant, timely content and allowing authors and readers to engage each other by way of the WOMAN.ca community. This site has tapped into the interests of Canadian women and has a growing community actively engaged in contributing or seeking information on style, entertainment, health, beauty, fashion, parenting, finance, national affairs, the arts and travel.

“The addition of WOMAN.ca brings forth the voice of Canadian women to the SheKnows site, allowing us to better serve this targeted community,” stated Walder Amaya Vice President of Operations, Canada. “The combination of entertaining and informative content paired with the local voice is what makes SheKnows the authoritative source for Canadian women.”

ABOUT SHEKNOWS:

Getting to the heart of what it really means to be a woman, SheKnows (www.sheknows.com) attracts more than 1.5 million unique Canadian visitors per month. With editors dedicated to providing daily content for women seeking advice, information and a fresh fun take on life; the site is the 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 properties for women, generating over 12 million page views in Canada each month. 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, Chicago and Toronto. SheKnows’ brand sales are exclusively handled by Gorilla Nation.

For More Information:

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