

FOR IMMEDIATE RELEASE



CINDY CRAWFORD TEAMS WITH SHEKNOWS TO VIDEO BLOG WITH OTHER REAL MOMS ON HOT PARENTING TOPICS

Supermodel Joins Mommalogues, SheKnows' Popular Vlogging Platform Sponsored By YoCrunch® Yogurt for April, to Share About Her Life as a Busy Mom of Two

Los Angeles, Calif. (April 9, 2012) – Evolve Media Corp.'s SheKnows (SheKnows.com), one of the fastest-growing online global destinations for women is proud to announce that supermodel Cindy Crawford will join Mommalogues, its popular video blog website featuring a variety of the nation's most popular mom bloggers from around the country and regularly featured celebrity moms vlogging (video blogging) on hot parenting topics. During the month of April, Crawford's videos will appear on the site, sponsored for the month by YoCrunch Yogurt, the original yogurt packaged with fun, mix-in toppings, and include an up close and personal look at the supermodel and her thoughts on beauty for moms, her fears and hopes for her children, her body, juggling career and family, eating healthy and more.

Crawford follows recent celebrity moms Candace Cameron Bure and Mayim Bialik, who have shared their thoughts on parenting via Mommalogues - which is a finalist for the 2012 Digiday Publishing Awards for best use of video by a publisher. The online conversation includes several other well-known and up and coming mom bloggers who appear regularly on the site to discuss topics such as how these real moms juggle careers, marriage, hobbies, family health and wellness and the chaos of modern parenthood. While the moms and celebs provide plenty of content, readers are encouraged to share their own experiences with the Mommalogues community through the reaction buttons, social media share features and comments sections.

"I'm so excited to be joining Mommalogues to talk about the joy and craziness we all experience as mothers," said Crawford. "As a wife, entrepreneur and busy working mother of two, I have my challenging and rewarding – and funny – mom moments like everyone. Talking about them with other real moms brings us all closer to understanding that we're all just doing the best we can."

"SheKnows is thrilled to welcome such a globally recognized and inspiring mom like Cindy Crawford to the Mommalogues conversation," said Crystal Patriarche, Director of Parenting Content for SheKnows.com. "In creating Mommalogues, we really wanted to show moms that no matter where you live, what you do, celebrity or not, we all have similar concerns, fears and challenges when it comes to raising our children."

To read up on the latest entries from Mommalogues, visit: <http://mommalogues.sheknows.com/> and check back in April, starting April 9th for Crawford's regularly scheduled videos.

About SheKnows.com:

Getting to the heart of what it really means to be a woman, SheKnows (www.sheknows.com) attracts more than 55 million unique visitors (Google Analytics, April 2011). 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. SheKnows boasts a stimulating, well-rounded online experience enhanced with a vibrant message board community and captivating blogs in addition to free games.

As one of the fastest-growing destinations on the web, SheKnows is recognized among the top 3 properties for women. Recently honored by Forbes as one of the Top 100 Websites for Woman and one of the Top 10 Lifestyle Sites for women, SheKnows also received the 2010 OMMA Award for Web Excellence and 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.

About YoCrunch Yogurt:

YoCrunch Yogurt provides a break from boring snacking -- it's a fun, healthy snack that allows kids and adults to play with their food and receive all the health benefits of yogurt. The YoCrunch® brand is America's fastest growing full line of smooth, creamy yogurt conveniently packaged together with a wide variety of crunchy mix-ins including granola, M&M'S® Chocolate Candies, Nestle® Crunch® candy, Reese's® Pieces® candy, OREO® cookie pieces, and Butterfinger® pieces, along with the YoCrunch® Greek SuperFruit & Almonds line, which launched in January. For more information please visit www.YoCrunch.com.

For More Information:

Crystal Patriarche
Director of Parenting Content
(480) 650-1688
Crystal.Patriarche@SheKnows.com

Whitney Ashley
Director of Marketing Communications
(310) 449-1890 Ext. 8250
Whitney.Ashley@evolvemediacorp.com

Annie Carone
Public Relations Associate
(310) 449-1890 Ext. 8263
Annie.Carone@evolvemediacorp.com

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