



SHEKNOWS COMBINES OMMA AWARD-WINNING PARENTING EXPERTISE AND EMMY® AWARD-WINNING VIDEO TEAM TO LAUNCH MOMMALOGUES VLOGGING WEBSITE

Celeb mom Candace Cameron Bure, other featured celeb moms and popular mom bloggers raise their voices on hot topics via daily video blogs

Los Angeles, Calif. (January 10, 2012) – Evolve Media Corp.'s SheKnows (SheKnows.com), one of the fastest-growing online global destinations for women and a division of Evolve Media Corp., is proud to announce the launch of Mommalogues, a dedicated 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.

SheKnows joined its award-winning parenting expertise and Emmy award-winning SheKnowsTV video team with some of the web's most relatable mom bloggers from all over the country. SheKnows teamed up with these moms, who juggle careers, marriage, hobbies, and parenthood, to create an open and honest forum where moms can sound off on the joys and challenges of raising a family via video.

The conversation is led by a featured celebrity mom vlogger – including Candace Cameron Bure as January's featured mom actress– and several other well-known and up and coming mom vloggers. 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.

The video blogs are filmed by the individual bloggers in their own homes and edited by the award-winning SheKnowsTV video team, with topics ranging from beauty routines, favorite celebrity moms, tattoos, health, family time, education and more.

"I'm so excited to be Mommalogues' inaugural celebrity mom vlogger," said Bure. "As a wife and busy mother of three, I have my fair share of funny, challenging, and endearing mommy moments and I can't wait to share them with the devoted mothers in the SheKnows community."

"SheKnows continues to be the premier place for moms to connect and access useful and fun advice and support for all things parenting," said Crystal Patriarche, Director of Parenting Content for SheKnows.com. "In creating Mommalogues, SheKnows is expanding our award-winning parenting offerings and blogs by providing moms with a place to raise their voices and share views on important, relatable and fun topics. This is the next step in mom blogging – creating and fostering an even greater sense of community through video blogging the stories of our Mommalogues."

Easy to navigate and organized by subject, Mommalogues includes videos on Kids, Living, Food, Health, Love and Beauty. The site is the latest addition to the SheKnows Parenting vertical, and will allow advertisers with the opportunity to reach the key mom demographic.

To read up on the latest entries from Mommalogues, visit: <http://mommalogues.sheknows.com/>

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.

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