

For Immediate Release



SHEKNOWS WINS 2011 Emmy Award!

***SheKnowsTV Honored With Rocky Mountain Emmy Award for its
Exceptional Work in Video Production***

Los Angeles, Calif. (November 9, 2011) — SheKnows.com (www.sheknows.com), one of the fastest-growing online content and community global destinations for women and a division of Evolve Media Corp., is excited to announce their recent win of a 2011 regional, non-primetime EMMY Award at the 34th Annual Rocky Mountain Awards Ceremony in Phoenix, Arizona. SheKnows was presented the award for Director of Photography Short Form for Be-You-Tiful, an original web series created, produced, and directed by the SheKnows TV video production team.

The award-winning Be-You-Tiful episode, featuring simple hairstyle transformations and hair care tips, was sponsored by John Frieda® Hair Care and featured Harry Josh, celebrity hair stylist and International Creative Consultant for John Frieda.

For more than three decades, the Rocky Mountain Chapter of National Academy of Television Arts and Sciences (NATAS) has been dedicated to advancing the art and science of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry.

"As a leader in the world of online video, SheKnows is dedicated to producing quality online broadcasting through the direction from our outstanding video team led by multi-Emmy Award-winning Tim Owens," Kyle Cox, General Manager of SheKnows. "To have been acknowledged by NATAS and awarded this Emmy is truly an honor and a huge accomplishment for the SheKnows family."

"I'm excited and proud to accept this Emmy on behalf of the entire SheKnows team," says Owens, Director of Video Production at SheKnows. "The SheKnows TV video production team really works hard to produce high-quality content for our viewers, and this just shows our dedication to the brand and our clients. We are always trying to outdo ourselves and push the limits. You can expect to see more great things in the future."

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 Women 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 2010 and 2011. 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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