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SheKnows.com, Leading Women's Lifestyle Site, Expands Globally with SheKnows Canada

SheKnows.ca Launches with All Local Content and Video Offering Allowing Leading Brands to Connect with Canada's Female Online Audience

TORONTO — MAY 7, 2012 – Evolve Media Corp.'s SheKnows (SheKnows.com), one of the fastest-growing online destinations for women, announces the launch of its first fully dedicated international site SheKnows Canada. The site reflects the voice of Canadian women by featuring content created by Canadian based writers and videos produced locally.

SheKnows.ca launches with over 1,000 articles all created by Canadian writers. The content mirrors the same topics covered on the U.S. site, but caters to the Canadian audience. The various channels include entertainment (Canadian celebrities, Canadian shows/American shows, movies, music, etc.), beauty and love (love and sex, fashion and style, skin and makeup, hairstyles and hair care), home and living (home décor and style, travel, pets, remodeling & home improvement, holidays and seasons), parenting (family fun, super moms guide, pregnancy and baby, kids), food (healthy recipes, quick and easy recipes, entertaining) and health and wellness (diet and fitness). This is the first in a series of three international sites to launch which will also include SheKnows Australia and SheKnows United Kingdom.

"The Launch of SheKnows Canada is an important stepping stone in the global expansion of the brand," says Walder Amaya, SVP of Canadian and International Operations for Evolve Media Corp. "By developing and fostering all local Canadian content and video strategy allows us to connect with Canadian women in an even deeper and more meaningful manner, while also allowing marketers to further engage with the SheKnows community and brand. The Canadian-specific strategy will allow for purely Canadian tailored advertising opportunities and custom programs."

Please visit SheKnows Canada at www.sheknows.ca

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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