

FOR IMMEDIATE RELEASE



SheKnows Further Strengthens Sales Team with New Hires and Promotions of Members Specialized in Custom Campaign Creations

Los Angeles, CA March 14, 2011 – Evolve Media Corp.'s SheKnows (www.sheknows.com), one of the fastest growing online content and community destinations for women, announced today the expansion of its sales team with new hires and in house promotions.. Already consisting of a devoted sales group that is deeply involved with integrated media programs, this effort will further enable SheKnows to create innovative online campaigns programs that incorporate mobile, video, social media, and rich display products.

SheKnows promotes five of its key executives to take on new roles. Tiffany Foster is now the West Coast Sales Director. Previously the Midwest Sales Director, Tiffany has booked over \$9 million during the past three years at SheKnows and has worked with premiere clients such as Old Navy, Kraft and Maytag. Tara Tomlinson has been promoted to Midwest Sales Director. Originally starting out as an Account Executive, Tara has generated over \$8 million in revenue and has brought in leading clients such as Target, Pier 1, Kimberly-Clark, and even Harley Davidson. Michelle Cammarota has advanced from Planner to Senior Planner, and in 2010 booked over \$3.5 million. Brittany Wallace has also become a Senior Planner and has sold over \$2.6 million since she joined the company in December of 2009. And starting out as an Associate Planner less than a year ago, Erin Doyle currently stands as a Planner.

The SheKnows Los Angeles and New York offices add six new members to its sales force. Ilana Levin, West Coast Account Executive joins the team from having previously worked at MTV and Cooliris. She will be working with agencies including Mindshare, Callan Advertising Company, and the Gary Group. West Coast Account Executive Karen Riotoc was with Alloy where she mostly worked with films studios as a Senior Account Executive. Meagan Jennings is an Account Executive, and hails from Fox News. Karen Chan has been hired as a Senior Sales Planner and enters SheKnows from Alloy Media + Marketing where she was a Digital Media Planner. Ava Lentini is a new Associate Planner and comes from Steinberg Anna Wealth Management Corp. where she was a Client Accounts Coordinator. Katharine Gray has also been hired as an Associate Planner, and is a recent graduate from the University of Delaware.

"SheKnows is growing exponentially and in order to continue delivering custom online campaigns for top brands it is crucial that we add smart, experienced talent to our strong team," said Tara Schmitt, Senior Vice President of Sales, SheKnows. "The current sales team that we have built is our strongest yet and is dedicated to providing premium customer service for brands and agencies."

About SheKnows.com:

Getting to the heart of what it really means to be a woman, SheKnows (www.sheknows.com) attracts more than 50 million unique visitors (Google Analytics, August 2010). 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. The SheKnows audience gains access to award-winning 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 community, free games and activities, and captivating blogs.

As one of the fastest-growing destinations on the web, SheKnows is recognized among the top 3 properties for women. Recently honored with the 2010 OMMA Award for Web Excellence, SheKnows 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.

For More Information:

Whitney Ashley

Public Relations Manager

(310) 449-1890 Ext. 8250

Whitney.Ashley@evolvemediacorp.com