

For Immediate Release



SheKnows Took Home Two Awards at the 2010 OMMA Awards Event

SheKnows Won Website Excellence Award for the Family/Parenting/Women's Interest Category and Members Choice Award for Website Excellence

LOS ANGELES, October 1, 2010 — SheKnows (www.sheknows.com), one of the fastest growing online content and community global destinations for women, is proud to announce two wins at the 2010 OMMA Awards Event that took place in New York City on Monday, September 27th at the New York Hilton. SheKnows was awarded with the **Website Excellence Award in the Family/Parenting/Women's Interest Category** as well as the **Members Choice Award for Website Excellence**.

First and foremost, SheKnows won the Website Excellence Award which is given to web publishers and/or web developers whose outstanding content, visual design and user interface create recurring value for both advertisers and end-users. In particular the Family/Parenting/Women's Interest category is awarded to any website any web site whose content is principally related to family issues, parenting/child rearing tips, family activities and other information principally aimed at women visitors.

SheKnows was a MediaPost community favorite by winning the Members Choice Award for Website Excellence which is voted on by the members of MediaPost.com.

"We are beyond thrilled and honored to have won two OMMA Awards at the Awards dinner this year," stated Kyle Cox, General Manager for SheKnows. "We strive to make SheKnows the ultimate destination for women providing expert information and advice, entertainment and a strong community. We also pride ourselves on going beyond the banner by offering marketers innovative sponsorships and creative integrations that are an uninterrupted part of the user experience while resonating with our readers."

About SheKnows.com:

Getting to the heart of what it really means to be a woman, SheKnows (www.sheknows.com) attracts nearly 45 million unique visitors (Google Analytics, March 2010). With editors dedicated to providing daily content for women seeking advice, information and a fresh, fun take on life, the site is an authoritative source for women ages 18 to 54. The SheKnows audience gains access to 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 message board community, free games and activities and captivating blogs.

As one of the fastest-growing destinations on the web, SheKnows is consistently one of the top 3 properties for women. For advertisers, opportunities for sponsorship 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's publishing unit.

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