

For Immediate Release



SHEKNOWS WINS THE OMMA AWARD FOR WEBSITE EXCELLENCE TWO YEARS IN A ROW, NOMINATED FOR REGIONAL EMMY

LOS ANGELES, September 30, 2011 — SheKnows.com (www.sheknows.com), an Evolve Media Corp. company, was honored with the OMMA Award for Website Excellence at the 2011 OMMA Awards on Monday, September 26th. The annual ceremony, which took place in New York City, recognizes web publishers and developers for outstanding content, design and user interface. This is the second straight win for SheKnows in the **Family/Parenting/Women's Interest Category**, who also took home the coveted award in 2010.

The OMMA Awards celebrate the year's best in online media, marketing and advertising with the Website Excellence Award being given to web publishers and/or web developers whose superior content, visual design and interface creates recurring value for both advertisers and users. In particular, the Family/Parenting/Women's Interest sub-category honors websites whose content is related to family issues, parenting, family activities and other information principally geared toward women visitors.

"The SheKnows team is incredibly honored to be taking home another OMMA Award for the second year in a row," stated Kyle Cox, General Manager for SheKnows. "We've maintained our dedication to providing fresh editorial content, expert information and timely entertainment to our strong community of 55 million unique visitors. Additionally, we're pleased to continue offering marketers custom ad programs and innovative sponsorships that allow brands to connect and interact with our lively community of women."

The win follows closely on the heels of SheKnows' nomination for a 2011 regional, non-primetime EMMY Award for Be-You-Tiful, an original web series produced and directed by their film division, SheKnows TV. Winners of the 2011 Rocky Mountain Emmy's will be announced mid-October.

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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