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For Immediate Release

SheKnows and Sony Pictures Home Entertainment Launch ‘The Karate Kid School Challenge’ Awarding Two U.S Schools a \$5,000 Athletic Program

Culver City, CA (October 11, 2010) — SheKnows (www.sheknows.com) and Sony Pictures Home Entertainment (<http://www.sonypictures.com/homevideo/>) announced today the launch of ‘The Karate Kid School Challenge’ which invites parents, faculty and students of any United States elementary, middle or high school to submit an essay about how their school could benefit from a \$5,000 athletic scholarship program.

With no charge to enter, ‘The Karate Kid School Challenge’ asks users to submit an essay up to 250 words or less on how their school could benefit from a \$5,000 athletic scholarship program. After the entry phase is complete, the essays will be judged and the top 15 finalists will be announced on October 18th. The 15 finalists will then be voted upon by the SheKnows community and the two schools with the highest number of votes will be announced on November 3rd each winning a \$5,000 athletic scholarship for their school.

The program is timed alongside the release of *The Karate Kid* on Blu-ray and DVD, which are both in stores now. The DVD includes behind-the-scenes look at the making of the film *Just For Kicks*, Chinese lessons, as well as the music video for the film’s hit song, “Never Say Never,” in which Smith sings with teen pop sensation Justin Bieber. The Blu-ray contains exclusive bonus features which include an alternate ending where fans can watch Jackie Chan fight, Production Diaries hosted by Jackie Chan and an interactive map of China which shows all of the amazing

locations the movie was shot in. The Blu-ray Disc™ also contains *movieIQ*™+sync, a new and immersive BD-Live movie watching experience that uses a connected real-time movie database.

With a *movieIQ* enabled Blu-ray Disc and an Internet connected Blu-ray player, movie fans can dive into continuously updated information on the cast and crew while exploring relevant trivia such as production facts, music and soundtrack information, all tied to scenes within the movie. Additionally, *movieIQ*+sync gives viewers the full *movieIQ* experience on their computer or iPhone by linking to the Blu-ray disc.

The Karate Kid is now available for \$28.96 SRP for the DVD, \$34.95 for the Blu-ray and \$38.96 for the Blu-ray Combo Pack.

Enter the contest today by clicking <http://www.sheknows.com/contests/win-5000-for-your-school>.

About SheKnows:

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 message board 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's publishing unit.

About Sony Pictures Home Entertainment

Sony Pictures Home Entertainment is a Sony Pictures Entertainment (SPE) company. SPE is a subsidiary of Sony Corporation of America, a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; home entertainment acquisition and distribution; a global channel network; digital content creation and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of entertainment in more than 140 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

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