

For Immediate Release



SheKnows Debuts New Panel of Experts in Beauty, Food, Health, Living and Love

LOS ANGELES, September 15, 2010 — SheKnows (www.sheknows.com), one of the fastest growing online content and community global destinations for women, today announced the launch of its SheKnows Experts www.sheknows.com/experts. The SheKnows Experts, a panel of highly-regarded authorities in their fields, have been hand-selected by the SheKnows editors to represent the SheKnows community.

The SheKnows Experts share practical advice and some of their very best tips on beauty, health, food, living and love, to keep the SheKnows community informed, balanced and empowered.

Meet the experts:

SheKnows Beauty Expert: Nina Sutton

Nina Sutton is a beauty and mommy lifestyle expert. As current host and beauty expert for Walmart's Pretty.Smart (online and in-store), Nina gives easy, real world, affordable beauty tips on skincare, fragrance, hair care, makeup and more.

SheKnows Food Expert: Chef Doug Brochu

Following motherly advice to "do what you love," Chef Doug Brochu is now using his carpe diem spirit to share his passions for food with the world via the Daily Dish at SheKnows.com. He explains, "I've always enjoyed sharing my knowledge about food – including the subtleties not conveyed in a written recipe. Our video projects gave me a chance to convey that."

SheKnows Health Expert: Michelle Dudash

Michelle Dudash, Registered, Certified Dietitian, is nationally recognized as an expert in teaching people how health and food can happily co-exist. Through her 18 years of food business experience as a Le Cordon Bleu certified chef having cooked at a five star restaurant and as a private chef for the rich and famous, Michelle knows good food.

SheKnows Living Expert: Robin Baron

Robin Baron, a creative, energetic New York City native, has successfully built her interior design firm, Robin Baron Design, over the past 20 years. Robin began her career as a fashion designer and understands that like fashion, home design has a significant influence on attitudes, energy, and inspiration.

SheKnows Love Expert: Dr. Noelle Nelson

Dr. Noelle Nelson is a relationship expert and an internationally respected psychologist, author and seminar leader. She has given life-changing guidance to couples for more than 20 years. Dr. Nelson is the author of nine books including her most recent, *Your Man is Wonderful*, a warm and realistic account of how to turn your "toad on the couch" into the prince of your dreams.

“The SheKnows editors have sought out the best of the best in the various fields of beauty, food, health, living and love to make up the team of SheKnows Experts,” stated Alison Bills, Managing Editor for SheKnows. “This panel of down to earth, budget-savvy experts ties in seamlessly with our SheKnows audience and allows us to offer a higher level of rich content to our loyal 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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