



FOR IMMEDIATE RELEASE

**SHEKNOWS WINS BEST INTEGRATED CONTENT AT DPAC AWARDS
FOR AUSSIE HAIRSTYLELOUNGE**

Los Angeles, CA — December 23, 2009— SheKnows (www.sheknows.com), one of the fastest growing online content and community global destinations for women, announced today their win for Best Integrated Content at The Digital Publishing and Advertising (DPAC) Awards, winning over *American Express* and *Investors Business Daily*. The win was for a campaign created with Aussie Hair Products. SheKnows and Aussie worked together to produce HairstyleLounge <http://hairstylelounge.sheknows.com>, a fully-branded destination featuring hairstyle and hair care content in a variety of media: written editorial, custom video, polls, quizzes, photo galleries, and contests.

"We are honored to win the DPAC award for the creation of HairstyleLounge," stated Kyle Cox, VP & GM of SheKnows.com. *"Our team sought out to design a destination for women to visit that would teach, inspire and entertain while allowing them to interact with the Aussie brand."*

This branded destination, which SheKnows created with Aussie, targets the 'everyday woman' who needs to fit her daily beauty regiment within her other duties of mom, employee, and household CEO. To do this, SheKnows' focus was on the Aussie theme of "No-Worries Hairstyles." This was most prevalently incorporated into the HairstyleLounge poll and contest, in which users were shown celebrity hairstyles and had to choose whether that hairstyle was a "Worries" or "No Worries" look. After the poll, users were able to enter a contest for a large grand prize.

SheKnows also worked with Aussie's stylist, Sarah Potempa, to create a series of video tutorials on how to get great "No-Worries" looks. These videos, combined with the aforementioned poll, contests, written editorial, photo galleries, and quizzes, created a holistic user experience in-line with the "No Worries" messaging.

"Our partnership with Sheknows was valuable in creating direct engagement between the Aussie brand and our consumers," said Brian Jochum, Brand Manager for Aussie. *"It provided women with relevant content in a one-stop shop format to meet all of their individual hair care needs,"* said Ryan Morand, Assistant Brand Manager for Aussie.

In addition to the branding within HairstyleLounge, SheKnows partnered with Gorilla Nation, the world's largest online branded sales company, to run co-branded ad units on a selection of its beauty, fashion and women's interest web properties in order to drive contextually relevant traffic and awareness back to HairstyleLounge. Gorilla Nation also created a co-branded widget to live on their female targeted sites that allows users to preview some of the HairstyleLounge content. This syndication and promotion has increased Aussie's reach and branding capabilities, while also feeding traffic back to their main branded destination, HairstyleLounge. Finally, Aussie has included an RSS feed of HairstyleLounge content on their brand homepage (<http://www.aussie.com>). This further demonstrates that HairstyleLounge is a branded destination and part of a true partnership between Aussie and SheKnows

ABOUT SHEKNOWS:

Getting to the heart of what it really means to be a woman, SheKnows (www.sheknows.com) attracts more than 12.5 million unique visitors. With editors dedicated to providing daily content for women seeking advice, information and a fresh fun take on life, the site is the 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 10 properties for women, generating over 150 million page views each month. 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 owned by publishing company AtomicOnline (www.atomiconline.com), owner of craveonline.com, and other leading consumer destinations.

ABOUT AUSSIE:

Aussie's full range of products is designed with a little Australian flair to bring you into the fun, carefree Aussie way of life. Aussie Hair Care gives you Naturally Radiant Hair without the worries. When it comes to hair care products, AUSSIE believes one size does NOT fit all.

AUSSIE develops formulas to meet the hair care needs of each individual. Whether hair is normal, damaged, flat, frizzy, chemically-treated, or hard to style, AUSSIE offers a wide range of shampoos, conditioners, and stylers for your hair care needs. For more information, visit www.aussie.com.

ABOUT GORILLA NATION:

Gorilla Nation (www.gorillanation.com) is the world's largest online branded sales company, exclusively representing the online branded ad inventory of over 500 premium content sites. GN is focused on selling site-specific, integrated media and promotional programs across its properties on behalf of Fortune 500 brand marketers - marrying message with media. Working closely with its web publisher partners, GN's expertise within 30 select vertical markets provides advertising clients the ability to build high impact, rich media programs across one or more properties to provide superior audience reach, site-specific creative frequency, guaranteed media placements and integration of message to contextually relevant audiences. The company is committed to delivering integrated creative media programs, from concept through execution, and exceptional customer service. Founded in 2001, Gorilla Nation is headquartered in Los Angeles with offices in New York, Chicago, San Francisco, Scottsdale, United Kingdom, Australia, and Canada.

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