



MEDIA CONTACTS

Tyler Perry | Bateman Group for SheKnows

(718) 576-2463 | tperry@bateman-group.com

Leading Women's Media Platform SheKnows Names

Samantha Skey as Chief Revenue Officer

Skey joins media veteran Philippe Guelton to raise awareness, expand digital offerings and marketing partnerships for SheKnows brand

SCOTTSDALE, AZ and NEW YORK CITY – MONDAY MARCH 18, 2013 – [SheKnows](http://SheKnows.com), the leading women's lifestyle media brand, today announced that Samantha Skey is joining the company as chief revenue officer. A digital media industry leader with extensive experience creating new online revenue, Skey joins SheKnows at an important inflection point, deepening the executive team to expand the business and evolve its digital strategy. As CRO, Skey will focus on growing and monetizing the company's business by delivering innovative ways for the SheKnows community to consume and engage with its award-winning content. She will also work with advertisers to create and distribute meaningful custom content to SheKnows' influential audience of more than 43 million women.

This announcement is one in a series of corporate milestones speaking to SheKnows' growth, including the company's December 2012 acquisition by [Great Hill Partners](http://GreatHillPartners.com), a private equity firm specializing in high-growth companies, and the appointment of Chief Executive Officer [Philippe Guelton](http://PhilippeGuelton.com), an veteran digital media executive who has led iconic women's media brands including *Elle*, *Elle Décor* and *Woman's Day*. In October 2012, SheKnows also appointed experienced financial executive Paul Crecca as chief financial officer.

"We are thrilled to have Samantha as part of the SheKnows community, as she will be a huge asset in creating new ways for our audience to create, engage and propagate content while working with our brand partners to build deeper relationships between customer and brand," said Guelton. "Samantha truly understands the role that content, social media and brands play in our audience's lives, and this is instrumental as we grow our community and our

brand. With Samantha and Paul on board, our President Kyle Cox and I feel we have the executive team in place to take SheKnows to new heights."

Skey will be based out of SheKnows' New York office. Prior to joining the company, Skey served as chief revenue officer of [Recyclebank](#), who rewards users for taking everyday green actions. There she built brand partnerships with Unilever®, Procter & Gamble, Coca Cola and SC Johnson to create marketing campaigns that engage and inspire consumers around sustainable action. Before joining Recyclebank, Skey was the chief marketing officer at Passenger, Inc., a social software company providing online community for top brands. She also held the position of executive vice president of Strategic Marketing for Alloy Inc., and has served in management positions at the Walt Disney Company, CNET and Interactive Imaginations. A frequent speaker on marketing to women and innovations in digital media, Skey also sits on the ad:tech advisory board.

"SheKnows reaches a huge and influential audience of women, providing original content at scale. With relatable experts who act as knowledgeable friends, SheKnows has built a content delivery system that generates loyalty across a range of topics," said Skey. "With this foundation, the recent growth and the addition of Philippe, it's an exciting time to be joining the company; I look forward to working with the team to create authentic products, partnerships and experiences to further grow and enhance the SheKnows community."

About SheKnows

With female-focused content and programming, [SheKnows](#) enables community powered journalists to create and distribute premium content at scale. It is the largest online lifestyle community for women 25-54, with a median age of 34, attracting more than 43 million unique visitors (comScore January 2013). As one of the fastest-growing global destinations on the web, SheKnows boasts a stimulating, well-rounded online experience enhanced with three-time Emmy® Award-winning SheKnows TV, captivating experts, and partnerships with celebrity contributors.

Recently honored by Forbes as one of the Top 100 Websites for Women and one of the Top 10 Lifestyle Sites for Women, [SheKnows.com](#) also received the OMMA Award for Web Excellence as the No. 1 site for Family, Parenting and Women's Interests two years in a row. For advertisers, sponsorship opportunities and creative integration deliver a seamless user experience.

The company is based in Scottsdale, Ariz., with offices in New York City, Los Angeles and Chicago.

###