



For Immediate Release

SheKnows gets a facelift at just 10 years old - celebrates its 10th anniversary as one of the fastest growing and largest destinations online for Women with a new site design.

Phoenix -- December 23rd, 2009—SheKnows (www.sheknows.com), one of the largest and fastest growing online destinations for women, celebrates its 10th Anniversary with a grand site redesign showcasing a fresh magazine-style design. SheKnows' new look draws attention to the site's unique offerings and allows for more user-friendly navigation throughout the exclusive content.

In its 10th years of unprecedented growth, SheKnows has outgrown household names such as MarthaStewart.com and GoodHousekeeping.com, now competing directly with sites such as iVillage.com and Oprah.com in terms of reach and engagement across the valuable online female audience. SheKnows is currently a top 10 destination on the Web for reaching women and one of the Top 100 web properties in the US.

So how did it all begin?

SheKnows started in 1999 as a collection of niche websites targeting moms & pregnancy. From 2001 to 2006 SheKnows launched several nationally distributed monthly and bi-monthly print magazines, with topics ranging from pregnancy & parenting, health, fitness, cooking and more. In 2006, SheKnows decided to concentrate on the web exclusively.

"As publishers we were one of the first to really make a strong push online in the female space. Our fresh magazine-style plus fun and hip attitude has been very well received." says Kyle Cox, Vice President and General Manager of SheKnows.com.

Where did growth come from?

With a focus on building a richer set of consumer tools, a wider breadth of content and increased interactive or community features, the www.sheknows.com destination continued to grow nicely year over year. Recognizing early on that Internet consumers gravitate towards interest-based affinity content, SheKnows began acquiring leading content and community sites focused around topics like parenting, soaps, pregnancy, entertainment, and romance & relationship advice, to name a few. For its time, this was a unique approach to online publishing, as it allowed consumers to stay tightly focused around their core interest on a site like Soaps.com or PregnancyandBaby.com, while still leveraging the broader audience, tool sets and features of the main www.sheknows.com property.

What a difference a decade makes!

"With our teams of editors, designers and developers moving full speed ahead, SheKnows earned a well-deserved spot in the top 10 online properties for women, and now is in a position to compete head to head with sites like www.iVillage.com and www.Oprah.com " says Kyle Cox.

Today, SheKnows, has more than 70 employees, with its main editorial and management team based out of Arizona and then sales, writers, developers and other employees dispersed globally across offices in New York, Chicago, Los Angeles, Toronto, London and Sydney.

In early 2009, SheKnows welcomed Vice President of Sales, Tara Schmitt, former National Sales Director of NBC Universal's iVillage.com. 2009 has proven to be a record-breaking year for SheKnows. The teams success is in large part due to the ability to build truly integrated marketing programs across sites that are the right target affinity for the campaign, while still delivering reach and scale for the program.

Celebrating 10 years!

In celebration of its 10th anniversary, SheKnows launched a complete site redesign in December 2009, unveiling a fresh magazine-style look along with updated user-friendly features and tools to enhance women's daily lives.

SheKnows has always touted its wide content offering, ranging from Entertainment, Parenting, Beauty, Food, Health, Home & Living, Pets, Shopping, Videos, and more. As part of the redesign, SheKnows felt the need to create unique environments for each of these channels. To do this, each channel took on its own look and feel, including different color schemes, logos, content offerings, and tools. Users are now able to develop an intimate connection to each channel that allows the site to cater to their specific needs, wants, and preferences. This unique approach, combined with the depth of the content within each channel, provides the users with the feel of a collection of niche properties, within the comfort of one destination.

SheKnows has its sights set on additional exciting features for the users including expanded community and social networking features, free games, crafts & printables, and an assortment of tools to enhance women's daily lives.

As a direct response to its ever-increasing international readership, SheKnows also continues its extensive growth with the recent launch of three international sites: SheKnows Canada, SheKnows Australia and SheKnows UK. With these new international sites, SheKnows is now able to offer its readers abroad content specific to the culture and various trends of the regions.

In 2010, SheKnows is also preparing to launch 2 books covering fun informational tips and advices all relevant to today's women's life and lifestyle. *"It's exciting to get back to my roots and be involved with*

print again," says Kyle Cox. "It says a lot about the value and power of our brand and the quality of our content when a book publisher wants to take content we have written for the web, and wants to marry that with additional content exclusive to the book, allowing us to extend our reach and voice back across the traditional media footprint."

"SheKnows understands what it means to be a woman in today's world. That's why we pride ourselves in providing rich empowering content to help our readers reach new levels in their personal and professional lives, while also offering them an outlet to laugh, learn and connect with others" says Alison Bills, Managing Editor for SheKnows.

"For our readers, our goal is to live up to our motto -- 'Find out, have fun, be you' -- because there's always more to learn and discover and to simply appreciate," says Nancy Price, Co-Founder of SheKnows. "SheKnows wants to be a part of that."

Check out the new SheKnows.com redesign now at www.sheknows.com.

###

ABOUT SHEKNOWS:

Getting to the heart of what it really means to be a woman, SheKnows (www.sheknows.com) attracts more than 14 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 300 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 part of Atomic Online (www.atomiconline.com), a diversified online media company.

CONTACT:

Josée Laflèche

josee.lafleche@sheknows.com

p:480-237-7100 ext. 4117