



For Immediate Release

**SheKnows readers have spoken... and SheKnows delivers SheKnows Pets & Animals, in partnership with PetMD.com**

Phoenix—July 30<sup>th</sup>, 2009—SheKnows (www.sheknows.com), one of the largest and fastest growing online content and community destinations for women, asked readers what new content they want to see on SheKnows. Their answer? Pets! In response, SheKnows partnered with PetMD, (www.petmd.com), the largest-trusted pet health resource online, to proudly present SheKnows Pets & Animals.

*"Our readers told us what they wanted, and we're now proud to expand SheKnows with fun and informative content on pets and animals. The partnership with PetMD is a natural fit for us and we could not be happier to align ourselves with such a premier pet partner,"* says Kyle Cox, GM and VP of SheKnows.

PetMD will act as a contributing partner as SheKnows launches the new SheKnows Pets & Animals on SheKnows.com early August. A partnership with PetMD.com was a logical move for the SheKnows' female-centric audience as a recent poll by *Lifetime Networks* reveals that roughly 69% of women between the ages of 18 and 49 own a pet. The importance of pets in women's lives is even more apparent, as 89% of women reportedly consider their pet a member of the family.

*"The partnership with SheKnows is a major milestone for PetMD. We now have the potential to reach millions of users within our target audience and provide them with reliable pet health content. SheKnows is a Top 100 Property on the Web and we are honored that they chose PetMD as their exclusive pet content partner,"* says Nicolas Chereque, VP of Sales and Co-Founder of PetMD.

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**ABOUT SHEKNOWS:**

Getting to the heart of what it really means to be a woman, SheKnows (www.sheknows.com) attracts more than 3.2 million monthly 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.

The site also serves as the demographic/psychographic anchor for a family of other female-centric web properties. As one of the fastest growing destinations on the web, SheKnows is currently one of the top 10 web properties for women and attracts over 10.2 million unique visitors worldwide and more than 100 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 sales offices in New York and Chicago. SheKnows is part of AtomicOnline ([www.atmiconline.com](http://www.atmiconline.com)), a diversified online media company.

**ABOUT PETMD:**

PetMD is the largest trusted online pet health resource - written and approved by veterinarians. PetMD was founded to give pet owners access to trusted pet health information and to connect them with veterinarians. The site also provides its audience with a proprietary Medical Drawer, daily veterinary blogs as well as product reviews. PetMD is the leading provider of pet health content on mobile applications. Headquartered in Miami, Florida, more information is available at [www.petmd.com](http://www.petmd.com).

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