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SHEKNOWS LAUNCHES INTERACTIVE ONLINE BOOK CLUB FOR WOMEN

Bi-monthly Book Club features newly released titles and discussion forums with well-known literary bloggers and authors

LOS ANGELES, FEBRUARY 18, 2010—SheKnows (www.sheknows.com), one of the fastest growing online content and community global destinations for women, is kicking off [The SheKnows Book Club](#), a one-stop shop for busy gals who love to read.

Plenty of women read for pleasure, but who has the time for book club meetings these days? The SheKnows Book Club allows readers to not only interact with other readers in the comfort of their own homes, but offers them a forum to chat with the authors, read special thought pieces on intriguing topics and more. The SheKnows Book Club is centered around an online forum that includes articles and discussion threads on the official [SheKnows Book Club message board](#), which encourages discussions on hot topics, themes and characters in the books. The Club is moderated by SheKnows editors, as well as 10 renowned literary bloggers who actively participate in the Club's discussions. In addition, several of the books' authors will be offering their thoughts and insights on their work and interacting with Club members. SheKnows will also feature content articles on the Web site to accompany interesting and thought provoking topics that occur in the various books.

"SheKnows understands that women are busy, and unwinding with a good book is something many of our visitors really enjoy," says Alison Bills, managing editor of SheKnows. "It can be hard for women to participate in traditional book clubs at their friends' homes because of their busy schedules. The SheKnows Book Club offers women and book lovers a convenient online forum where they can interact in engaging discussions in a fun, positive environment – best of all – at their convenience."

The Club's first selection, Irene Zuttell's *Pieces of Happily Ever After*, tells the story of Alice, a woman and mother who had it all until she finds herself smack in the middle of the celebrity gossip world when her husband leaves her for the "Sexiest Woman Alive." Additional Book Club selections, most of which will be newly-released books, will follow bi-monthly through December, providing readers a range of topics and genres including marriage, divorce and family.

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SheKnows will also hold monthly contests (<http://www.sheknows.com/contest-form/813518.htm>) to give away 10-25 copies of the Club's selected books to registered Book Club members. Readers can also look for the official SheKnows Book Club sticker affixed to the cover of the 2010 selections at their favorite bookstores.

For more information about the SheKnows Book Club and its bi-monthly selections, visit <http://www.sheknows.com/articles/813496>. There is no cost to participate in the SheKnows Book Club message board; readers can register at <http://talk.sheknows.com/f1233/>.

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About SheKnows.com:

Getting to the heart of what it really means to be a woman, SheKnows (www.sheknows.com) attracts nearly 18 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.

About AtomicOnline:

AtomicOnline (www.AtomicOnline.com) is a diversified online media company that develops leading consumer internet brands that connect internet communities. Atomic brands serve as the demographic/psychographic hubs for men at CraveOnline (www.CraveOnline.com), women at SheKnows (www.SheKnows.com) and teens at TeenCrunch (www.TeenCrunch.com), and their large collection of affinity sites. Atomic properties are distinguished by their presentation of both broad general and deep niche content, exposing users to subject matter they otherwise would not explore. Unlike distributed media networks that merely aggregate disparate, unrelated websites, Atomic properties are legitimate branded destinations which own and manage most all their sub-properties. Founded in 2004, the company is headquartered in Los Angeles with over 50 employees since January 2008.