



For Immediate Release

SheKnows surpasses 10 million uniques, making it a top 100 web destination

LOS ANGELES—July 15, 2009—SheKnows (www.sheknows.com), one of the fastest growing online content and community destinations for women, has reached 10.2 million U.S. unique visitors in the month of June, according to ComScore Media Metrix. Of significant note, SheKnows.com, the flagship property, reached over 3.2 million uniques in June, making it one of the largest women-focused content and community sites on the Web.

SheKnows' growth was fueled by new partnerships in its Parenting, Pets and Entertainment channels, as well as from improved site structure, better navigation and the addition of community features. In addition, the popularity of the RealMomsGuide, the appeal of SheKnows' summer beauty & fashion guides, along with a big summer entertainment buzz around celebrity news, TV shows and movie releases, also contributed to SheKnows' growth.

"Our strategy is to leverage our flagship site and our owned & operated sites while affiliating high-quality web sites that add an additional contextual flavor to the SheKnows offering. That model is very different to that of our competitors, and we are excited to see that our formula is working," stated Mike Dodge, General Manager of AtomicOnline, owner of SheKnows.

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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 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 20 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.atomiconline.com), a diversified online media company.