



SheKnows Continues to Expand with Two New Executive Appointments

Digital Content Veteran Lea Ann Leming Fills the Newly Created Chief Content Officer Role

Finance and Operations Leader Franklin Vincent Joins as Chief Financial Officer

SCOTTSDALE, Ariz. and NEW YORK (February 24, 2014) – SheKnows (www.sheknows.com), a leading online women’s destination with 37 million unique visitors per month, today announced two new executive team additions: digital content veteran **Lea Ann Leming** joins as Chief Content Officer; and **Franklin Vincent**, a tenured finance and operations leader with broad corporate experience, joins as Chief Financial Officer.

Most recently, Lea Ann Leming was in charge of editorial, content strategy, social media and user engagement across ABC News’ full spectrum of digital properties including ABCNews.com, GoodMorningAmerica.com, mobile web, apps and other emerging platforms. Before that, she was a founding member of CNN.com, CNNfn.com (now CNNMoney.com) and she led the launch of HLNtv.com. As Vice President of New Products at Turner Broadcasting, Leming co-created and led TheFrisky.com, a leading lifestyle/pop culture site for women. At SheKnows, Leming will serve as the Company’s content visionary, responsible for driving user experience, social and real-time content across editorial, video production and the newly launched [Experts Among Us](#) platform.

“I look forward to helping SheKnows deliver a seamless, innovative user experience – from the website, to mobile and social,” Leming said. “Doing so will help increase user engagement, as well as provide high-impact ad experiences for brands.”

Franklin Vincent most recently served as the Chief Financial Officer for Signia Ventures, LLC and an Advisor in charge of a family office based in Menlo Park, California. There, he worked on investments focused on social and mobile companies and was an executive-in-residence supporting new investment acquisitions and emerging portfolio companies. Prior to that, he was the Chief Financial Officer and General Manager at Adify, a COX Enterprises property and digital advertising platform. Earlier in his career he worked as a financial executive in the cable and wireless industries. At SheKnows, Franklin will oversee accounting, financial planning, human resources and administrative functions, ensuring that the company is well positioned for continued growth.

“I am delighted to welcome Lea Ann and Franklin to SheKnows,” said **Philippe Guelton, Chief Executive Officer, SheKnows**. “Last year, we focused on delivering unmatched value to our users and clients through new product launches and strategic hiring decisions. In the last 12 months, our total audience increased 20 percent to 37 million unique visitors and we added an amazing 70 new members to the SheKnows team. The addition of these two seasoned executives to our leadership team will ensure we accelerate on our growth trajectory.”

For more information, visit the Executive Team [page](#) on www.sheknows.com.

About SheKnows

SheKnows, LLC is an award-winning women’s media platform and a top lifestyle site with a network of more than 37 million unique visitors per month (comScore). The SheKnows family of sites ranges from entertainment and parenting to beauty and food. Our mission is to connect women’s interests in real-time and in real voices, celebrating the everyday “experts among us.” We enable brands to distribute authentic content and integrated advertising at scale to influence preferences and drive purchases. SheKnows is headquartered in Scottsdale, Arizona, with offices in New York, Los Angeles and Chicago. The company also operates internationally, with sites in Canada, Australia and the United Kingdom.

Contact

Jennifer Ottum
Corporate Public Relations Manager
Jennifer.Ottum@sheknows.com

###