



SheKnows Leading Women's Media Platform Names Doug Ferguson as Vice President of Product

Brett Jesso Also Joins as Midwest Sales Director

SCOTTSDALE, Ariz. and NEW YORK (Oct. 16, 2013) – SheKnows (www.sheknows.com), a top women's media platform with more than 40 million unique visitors per month, announced today that Doug Ferguson has joined the company as Vice President of Product based out of SheKnows' corporate headquarters in Scottsdale, AZ.

A digital product innovator, Ferguson joins the executive team to launch the SheKnows Experts Among Us platform and tools, deliver enhanced digital, video and mobile capabilities and develop cutting-edge solutions for SheKnows advertisers. Ferguson most recently comes from Prometheus Global Media, a division of Guggenheim Media, where he served as the General Manager of Digital at Adweek and later as Vice President of Product at Billboard. His previous experience includes product leadership positions at Sony Online Entertainment, MTV Networks and Sling Media.

"We are pleased to welcome Doug to the company," said Philippe Guelton, Chief Executive Officer at SheKnows. "His keen understanding of the media industry, user-centricity and best practices in product development will help us enhance our platform as we evolve our strategy to include robust UGC and ecommerce solutions."

Ferguson added, "As a product developer who has been in the content space for most of my career, I strongly believe that understanding an audience completely and building tools to fulfill their needs, wants and behaviors is crucial. SheKnows offers a unique platform and I am looking forward to being part of the company's future."

In addition to Ferguson, SheKnows recently welcomed Brett Jesso as the new Midwest Sales Director based in Chicago, IL. Jesso brings 15 years of online and offline advertising sales experience to the company. Previously, he led Midwest Sales for BlogHer, serving clients that include Kellogg's, McDonald's and Mary Kay. Before that, Jesso held digital sales positions at Electronic Arts, WebMD, Rodale and AOL.

For more information about the SheKnows Executive Team, please visit:
<http://www.sheknows.com/mediakit/articles/813579/bios-the-corporate-team-1>.

About SheKnows

SheKnows, LLC is an award-winning women's media platform and a top lifestyle site with a network of more than 40 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.

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