



SheKnows Launches Gift Picks Mobile Shopping App for Android

Features More than 1,200 Products Vetted by SheKnows' Award-Winning Editorial Team

SCOTTSDALE, Ariz. and NEW YORK (Nov. 27, 2013) – SheKnows (www.sheknows.com), a leading online women's destination with more than 40 million unique visitors per month, today announced the launch of its free **Gift Picks mobile shopping app** for Android, available for the 2014 Holiday Season.

This unique, new mobile shopping app is personalizing the gift-giving experience, featuring 1,200 products that have been curated and vetted by the SheKnows' award-winning editorial team. Gift Picks connects through Facebook, allowing users to match the personalities of their friends and families with the app's 40 different personas, including Gadget Guru, Pet Lover, Shopaholic and Foodie to name a few. Gift Picks personas can also be browsed manually if users are shopping for themselves or friends who aren't on Facebook.

Android users can download SheKnows' free mobile app here:

<https://play.google.com/store/apps/details?id=com.hyfn.sheknows&hl=en>.

The desktop version of Gift Picks is available to anyone here: <http://www.sheknows.com/giftpicks>.

"We are pleased to announce the availability of SheKnows' new Gift Picks mobile app, right in time for the holidays," said **Philippe Guelton, Chief Executive Officer of SheKnows**. "Gift Picks is especially great for last-minute shoppers who have hard-to-buy-for people in their lives. The best part about the Gift Picks mobile app is that it can be used year round for other holidays like Mother's Day and special occasions like anniversaries and birthdays."

For more information about SheKnows, please visit <http://www.sheknows.com/channels/mediakit>.

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 2013). 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

Jenni Ottum
Corporate Public Relations Manager
Jennifer.Ottum@sheknows.com
<http://www.sheknows.com/channels/mediakit>

###