

FOR IMMEDIATE RELEASE



**SheKnows Launches AllParenting, a New Social and Content-Driven Parenting Website
Designed for Women, Not Just Moms**

*Celebrity Moms From The EQAL Celebrity Influencer Networks, Tori Spelling, Alicia Silverstone,
and Kendra Wilkinson Join the AllParenting Family as Contributors*

August 15, 2012 (Scottsdale, Ariz.) – SheKnows proudly announces its newest addition to the family, AllParenting.com, a brand new parenting website driven by the desire to support and empower moms as not only parents, but also as women. The site features highly social and sharable content on everything from family to home, table to style, and pregnancy to prom – advice extending beyond just the early parenting years. To launch the site, AllParenting.com has aligned with EQAL and its Celebrity Influencer Networks to bring parenting experts, well known mommy bloggers, and popular celebrity mommies such as Tori Spelling, Alicia Silverstone and Kendra Wilkinson to provide a mix of views and content on the site.

AllParenting takes a unique approach to providing content for a woman's entire motherhood experience, from parenting to personal time, offering original content, innovative video, and a social media dynamic allowing women to interact and engage with one another. Comprised of articles covering conceiving, pregnancy, toddlers, tweens and teens, AllParenting.com has something for every stage of a moms life as well as catering to her as a woman with topics such as home, food, style and personal time. Many of the articles are accompanied by a video which shows real moms sharing their thoughts and experiences about the content adding another level of engagement for visitors.

In addition to stellar content, AllParenting.com offers readers innovative, socially-powered tools that allow them to connect, react and interact. Visitors can sign up through an e-mail or log on via Facebook or Twitter. As a member of the community users can 'follow' their favorite writers, comment and converse with others on articles, as well as share their thoughts on an article with a single click through the 'reaction buttons.'

"AllParenting.com is truly a labor of love for all of us involved, and the first website of its kind. It is the first parenting website designed for moms who love and cherish their role as mothers but do not identify solely as such," said Kristin Bustamante, executive editor of AllParenting. "We wanted to create a supportive, trustworthy and social environment where every mother can find some balance as parents and individuals. We are truly proud to deliver AllParenting to our readers."

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About SheKnows.com:

SheKnows (www.sheknows.com) is the new standard of publishing with its family of female-centric properties and

custom programming. It is among the largest online lifestyle community for women ages 18 to 54, attracting more than 55 million unique visitors (Google Analytics, April 2012) and meets the needs of today's modern woman with information important to her daily life.

SheKnows boasts a stimulating, well-rounded online experience enhanced with Emmy Award-winning SheKnows TV, captivating blogs, celebrity contributors and a vibrant social reach. As one of the fastest-growing destinations on the web, SheKnows is recognized among the top three properties for women.

Recently honored by Forbes as one of the Top 100 Websites for Women and one of the Top 10 Lifestyle Sites for Women, as well as for the second year in a row SheKnows won the OMMA Award for Web Excellence in 2011 and has been named the No. 1 site for Family, Parenting and Women's Interests. For advertisers, sponsorship opportunities and creative integration go well beyond the banner and make marketing messages an uninterrupted part of the user experience. The company is based in Scottsdale, with offices in New York, Chicago and Los Angeles. SheKnows is part of Atomic Online (www.atomiconline.com), Evolve Media Corp.'s publishing unit.

EQAL's Celebrity Influencer Networks include ToriSpelling.com, Alicia Silverstone's TheKindLife.com and KendraWilkinson.com amongst its more than 40+ Media Networks. Visit EQAL.com for more information.

For More Information

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