



*For Immediate Release*

***SheKnows Partners with Mott's to Launch RealMomsGuide.com***

**LOS ANGELES—March 27, 2009**—SheKnows ([www.sheknows.com](http://www.sheknows.com)), one of the fastest growing online destinations for women, announced today the launch of RealMomsGuide ([www.realmomsguide.com](http://www.realmomsguide.com)) in partnership with Mott's, the nation's leading producer of branded apple juice and apple sauce.

"Mott's is a brand moms trust and SheKnows is the authoritative source for women on pregnancy and parenting; a partnership between us was a natural step." says Kyle Cox, Vice President and General Manager of SheKnows.com. "The addition of RealMomsGuide to the SheKnows family of sites provides the social networking component that moms have been craving.

Distinguished from other communities by its magazine-style content written by moms and for moms, RealMomsGuide offers women a community where users can connect with other mothers, blog, exchange advice and share their stories, photos, videos and more.

On RealMomsGuide, moms have access to printable shopping lists, how-to guides, a recipe database, coupons and monthly cash-prize contests. The site will also debut *RealMomsGuide: Season 1*, an exclusive reality video series that follows four very different moms through the joys and challenges of motherhood.

"We are thrilled that we were able to partner with SheKnows to create this great resource for moms on the Web. Mott's is all about providing convenient solutions for moms – and this site really delivers on that," said Dave Fleming, director of marketing for Mott's. "RealMomsGuide is an informative and engaging destination moms can trust."

RealMomsGuide is part of SheKnows' ongoing commitment to the growing audience of women and moms on the web.

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**ABOUT SHEKNOWS:**

SheKnows.com ([www.sheknows.com](http://www.sheknows.com)) is the authoritative source for women ages 18-54, with exclusive articles and content on pregnancy, parenting, health, hobbies, entertainment, money, dating, beauty and celebrities.

Founded in 1999, SheKnows editors are dedicated to providing daily content for women seeking advice, information and a fresh fun take on life.

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 properties for women and attracts over 16 million unique visitors with over 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](http://www.atomiconline.com)), a diversified online media company.

#### ABOUT MOTTS:

Mott's, a brand of Dr Pepper Snapple Group (NYSE: DPS), is the nation's leading producer of branded apple sauce and apple juice. Since 1842, Mott's has proudly created delicious and healthy products for adults and children. Mott's continues to provide "simple solutions" for health and snacking to meet the needs of today's busy families. Mott's products include a variety of juice and sauce offerings like Mott's Plus, Mott's Natural, Mott's Organic and Mott's for Tots juices. DPS is the leader in flavored beverages, marketing Mott's and 50 other beverage brands throughout North America. More information can be found at [www.Motts.com](http://www.Motts.com) or at [www.drpeppersnapple.com](http://www.drpeppersnapple.com).