

## **Award-Winning Women's Media Property SheKnows.com Set for Accelerated Growth in Online Media Space with Acquisition by Great Hill Partners**

*The rapidly-growing online destination for women is poised to expand its premium content and product offering, engaging millions of women across the globe*

BOSTON – December 17, 2012 – [Great Hill Partners, LLC](#), a leading private equity firm focused on growth companies, today announced the acquisition of [SheKnows.com](#), the fastest-growing women's property online with more than 41 million unique visitors per month (comScore, November 2012).

With more than 100 employees based in Scottsdale, Ariz., and sales teams in New York City, Chicago and Los Angeles, SheKnows.com has grown at a 50 percent compound annual growth rate over the last four years on the strength of its unique and engaging content for female consumers. SheKnows.com boasts an extensive, rapidly-expanding library of premium content that runs the gamut of women's interests from entertainment and parenting, beauty and food, health and home, and more. Additionally, SheKnows.com delivers award-winning original video production that is fueling broad-based consumer engagement and more than 36 million video streams per month. The power of the SheKnows brand, led by this premium content, has been recognized through esteemed industry awards, including 2011 and 2012 Emmy® Awards, back-to-back OMMA Awards for Website Excellence, major celebrity partnerships and national media coverage.

Additional key elements of the SheKnows.com platform include the following: partnerships with Hulu, iTunes, and Innovid, and publications like *SHAPE* Magazine; regular celebrity contributors; a loyal online community; an expansive library of **500,000** expert-quality articles; **3,000** original videos; and a family of complementary sites including FabulousFood.com, PregnancyandBaby.com, LovingYou.com and AllParenting.com, among others. SheKnows has also established itself as a truly global brand, launching dedicated international sites in three countries: Canada, Australia and the United Kingdom.

"The SheKnows.com community is one of the largest in the industry and is growing at a rapid pace compared to the competition," said Michael Kumin, managing partner at Great Hill Partners. "Women are considered the ideal Internet audience, and SheKnows.com has demonstrated significant success in developing high-quality and engaging content which reaches a large and growing user base. We look forward to partnering with the SheKnows.com management team and supporting the company in its next phase of growth."

"We believe that Great Hill Partners' previous success working with online media companies makes the firm an ideal fit for SheKnows.com, and the partnership will help us better serve our growing community of women," said Kyle Cox, co-founder and president of SheKnows.com. "We're excited to work together to expand the SheKnows brand as an independent entity and strengthen our presence in the market. We plan to make significant investments in our core communities through organic growth initiatives and extend into complementary areas relevant to our core audience."

SheKnows.com represents Great Hill Partners' latest investment in online media, a sector where the firm has extensive experience. Prior Great Hill Partners' online media investments include IGN

Entertainment, which was acquired by News Corporation for \$650 million in September 2005, and Ziff-Davis, which was acquired by j2 Global for \$175 million in November 2012.

### **About Great Hill Partners, LLC**

Great Hill Partners is a private equity firm that manages more than \$2.5 billion in capital to finance the expansion, recapitalization or acquisition of growth companies in a wide range of sectors within the business and consumer services, media, communications and software industries. Great Hill Partners targets investments of \$25 million to \$150 million. For more information, please visit [www.greathillpartners.com](http://www.greathillpartners.com).

### **About SheKnows.com**

Getting to the heart of what it really means to be a woman, [SheKnows.com](http://SheKnows.com) attracts more than 41 million unique visitors (comScore, November 2012). With editors dedicated to providing daily content for women seeking advice, information and a fresh, fun take on life, the site is among the most authoritative and comprehensive sources for women ages 18 to 54. SheKnows.com boasts a stimulating, well-rounded online experience enhanced with a vibrant message board community, premium video content and captivating blogs in addition to free games, contests and more.

As one of the fastest-growing destinations on the web, SheKnows.com 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, SheKnows.com also received the OMMA Award for Web Excellence as the No. 1 site for Family, Parenting and Women's Interests in both 2010 and 2011. For advertisers, sponsorship opportunities and creative integration go well beyond the banner ad and make marketing messages an uninterrupted part of the user experience. The company is based in Scottsdale, Ariz., with offices in New York City, Los Angeles and Chicago.

# # #

### **Media Contact**

#### **Jena Rossi**

Account Manager

SHIFT Communications

Phone: 617.779.1878

Email: [jrossi@shiftcomm.com](mailto:jrossi@shiftcomm.com)