



SheKnows Announces Original Reality Dating Web Series Featuring Joan and Melissa Rivers

Eighteen Hunks Go Looking for Love on “Romancing the Joan,” Launching September 9th

Celebrity Branded Entertainment Features Henkel’s Renuzit® Air Fresheners

SCOTTSDALE, AZ. and NEW YORK (August 27, 2013) – SheKnows (www.sheknows.com), a top women’s media platform, announced the release of their exclusive online video series, “Romancing the Joan,” starring Joan Rivers, entertainment legend, Emmy® Award winner, host of E!’s “Fashion Police” and co-star of the WEtv’s “Joan and Melissa: Joan Knows Best”. Along side Joan, is daughter Melissa Rivers, Executive Producer of “Fashion Police” and co-star of “Joan Knows Best,” who stars in “Romancing the Joan” as the host and voice of reason.

This seven-part web event, which parodies “The Bachelorette,” is a scripted reality-spoof dating game show that follows eighteen male suitors as they compete to win Joan’s heart.

Beginning on September 9th and airing exclusively on SheKnows.com, webisodes will go live every Monday throughout the month so viewers can watch the drama unfold.

In the end, Joan must choose “The One” from a group of handsome young suitors. Red Velvet Randy, Hawaiian Oasis Heath, and Crème Brule Jean Pierre, to name a few, are inspired by Renuzit’s new line up of air fresheners and attempt to seduce Joan with their alluring scents.

“We had so much fun doing this video series and it is such an innovative way to present a wonderful product,” Joan said. “I think we might be the first ones to do something of this nature.”

“Joan Rivers is a true comedic pioneer and Melissa Rivers is the glue that keeps it all together. We are thrilled to have the opportunity to work with this dynamic mother-daughter duo on this entertaining and innovative series,” said SheKnows’ Chief Executive Officer Philippe Guelton.

SheKnows designed the original web series to be the heart of a digital hub featuring outtakes and behind-the-scenes videos, social media quizzes and contests, in-store activation and a robust online and offline ad campaign launching “Romancing the Joan” and Renuzit.

“Our new Choose Them All advertising campaign is centered around the idea that our female home expressionist target audience, 25-49, prefers variety and doesn’t like to settle on one thing. To break through the clutter and create a buzz, our ad agency came up with the idea to use tongue-in-cheek humor and attractive ‘Scent Gents’ models to personify Renuzit’s unique scent variety. With having 18 incredible scents in the Renuzit® adjustable cone line priced at about \$1 per cone, we take the risk out

of Choosing Them All. When we were approached about being part of the Romancing the Joan concept, it seemed like a natural fit. We are excited to have Joan & Melissa Rivers as part of our campaign. The high production value of the series will not only entertain, but showcases our unique scent variety and encourages sharing among our target,” said Renuzit’s Marketing Director, Jeff Huffman.

“Everything about the show emulates the Renuzit product’s core differentiators and brand equity. We introduce Joan to a set of 18 bachelors to represent the 18 scents. Structurally, we are able to evoke the brand equity through all aspects of the program, rather than simply tagging a sponsorship mention or some product shots in. This is where branded entertainment can really bring campaigns to life without compromising on program quality.” Samantha Skey, SheKnows Chief Revenue Officer added, “Our users respond to branded entertainment experiences. Producing high-quality sponsored content is one of the things SheKnows does best. Making us laugh is what Joan and Melissa do best. Together, it is a perfect marriage that we can’t wait to share with our community of 40 million users.”

“Romancing the Joan” begins its 7-episode run with a double-feature on September 9th and can be seen at www.sheknows.com/romancing-the-joan.

About SheKnows

SheKnows, LLC is an award-winning women’s media platform, with a network of over 43 million unique monthly visitors (June 2013 comScore). The SheKnows family of sites range 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 operates internationally in Canada, Australia and the United Kingdom, has offices in New York, Los Angeles, and Chicago and is headquartered in Scottsdale, Arizona.

About Henkel

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of \$21.13 billion and adjusted operating profit of \$2.98 billion in fiscal 2012. Henkel’s preferred shares are listed in the German stock index DAX.

For more information:

Amy Nichols
Sr. Director of Marketing & Corporate Communications
Amy.Nichols@sheknows.com
<http://www.sheknows.com/channels/mediakit>

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