

For Immediate Release

SheKnows Hires Former iVillage National Director to Lead National Sales Team

LOS ANGELES—January 22, 2009—SheKnows (www.sheknows.com), one of the fastest growing online destinations for women, announced today the hiring of Tara Schmitt as Vice President of Sales.

Schmitt joins SheKnows after serving nearly seven years at NBC Universal's iVillage.com (www.ivillage.com). In her most recent role as National Sales Director, Schmitt was responsible for developing and managing strategic partnerships with high profile marketers such as Sears, Schick, P&G, Pfizer and Johnson & Johnson. Prior to her appointment as National Sales Director, Schmitt was an account executive for iVillage in both New England and New York.

"To recruit a professional of Tara's caliber is really something special. She is a veteran leader who will continue to build on the growth we've seen this year," said Mike Dodge, Senior Vice President/General Manager of AtomicOnline (www.atomiconline.com), the parent company to SheKnows. "Her relationships and experience will be a great compliment to an already exciting brand."

The SheKnows audience more than doubled in 2008 from 7 million unique visitors to over 16 million due to a focus on high quality content and aggressive acquisition. Additionally, comScore Media Matrix placed SheKnows alongside GLAM, iVillage and AOL as a top-10 online property for women.

"I am thrilled to have this opportunity to join the SheKnows team," said Schmitt. "SheKnows has become a world class woman's brand, providing valuable information to over 16 million women. I am excited to connect new and existing advertisers to this great content and community."

Schmitt will oversee a sales team of over 15 sales professionals. While she will be based in New York, she will also be responsible for overseeing SheKnows sales teams in Chicago and Los Angeles.

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About SheKnows

SheKnows.com (www.sheknows.com) is the authoritative source for women ages 25-54, with exclusive articles and content on pregnancy, parenting, health, hobbies, entertainment, money, dating, beauty and celebrities. The site also serves as the demographic/psychographic hub for a family of other female-

centric web properties. As one of the fastest growing destinations on the web with sites like soaps.com, lovingyou.com, pregnancyandbaby.com, fabulousfoods.com, childfun.com, and familycorner.com, 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. Unlike online-distributed networks that merely aggregate disparate unrelated websites, SheKnows is a legitimate branded destination which owns most and manages all of its sub-properties. For advertisers, opportunities for sponsorship and creative integration go beyond the banner and make marketing messages an uninterrupted part of the user experience. Founded in 1999, the company is based in Los Angeles with sales offices in New York and Chicago. SheKnows is part of AtomicOnline (www.atomiconline.com), a diversified online media company.