

For Immediate Release



***AtomicOnline Appoints Mike Dodge SVP/General Manager –
Diversified Online Media Company Connects Online Communities
Through Demographic Hubs***

LOS ANGELES, CA – December 17, 2007 – AtomicOnline (www.AtomicOnline.com), a diversified online media company, announced today the appointment of former Internet Brands' (www.InternetBrands.com) executive Mike Dodge as SVP/General Manager. He will be joining the executive team responsible for branding, strategic planning, business development, marketing, sales and operations for the entity created to develop and nurture leading consumer internet brands that connect online communities through major demographic hubs. These include CraveOnline (www.CraveOnline.com) for men, SheKnows (www.SheKnows.com) for women and TeenCrunch (www.TeenCrunch.com) for teens.

In the past, consumers have typically been exposed to broad lifestyle media offering content a mile wide but only an inch deep. AtomicOnline properties function as branded consumer platforms that provide exposure to a broad array of topics and then, more importantly, allow users to dive a mile deep into quality content on any particular point of interest. By aggregating a myriad of topically-oriented sites around a nucleus appealing to a common demographic, the company encourages its wholly owned subsidiaries, as well as dozens of partner sites, to share traffic, content and technology in a relevant and valuable manner.

In his previous role as General Manager with the Home & Real Estate Division for Internet Brands, Inc., Mr. Dodge oversaw the division's expansion from three to twelve major web properties. He previously served as Sr. VP/Strategy at GE Money-WMC Mortgage where he developed a number of new product and business ventures for GE before running their cross-border mortgage lending business. Mr. Dodge also served as CMO for ZENSYS A/S, a Cisco & Intel-backed wireless technology company, and held management positions with McKinsey & Co. and the Proctor & Gamble Company. He earned degrees from the Harvard University Business School and the University of Chicago.

The CraveOnline (www.CraveOnline.com) brand, founded in 2004, is a leading lifestyle destination for young men ages 18-34 featuring video, movies, TV, music, sports, games, cars, humor and more. As one of the fastest growing destinations on the web with year-over-year growth of 100%, CraveOnline owns and manages entertainment sites such as ComingSoon (www.ComingSoon.net), SpikedHumor (www.SpikedHumor.com), SuperHeroHype (www.SuperHeroHype.com), and sports sites such as Sherdog (www.Sherdog.com) and WrestleZone (www.WrestleZone.com). CraveOnline attracts nearly 7 million unique visitors per month, and is larger than leading competitor Heavy Networks and twice the size of Maxim.

SheKnows (www.SheKnows.com) was born out of Coincide Publishing in 1999 as an offline group of female-focused print publications which transitioned their businesses entirely online in 2004, then were acquired by AtomicOnline in 2006. Today, SheKnows is the authoritative source for women ages 25-54 with exclusive content on pregnancy, parenting, health, entertainment, money, dating, beauty and celebrities. With sites like PregnancyAndBaby (www.PregnancyAndBaby.com), Soaps (www.Soaps.com), RealityTVMagazine (www.RealityTVMagazine.com), PointsAndPrizes (www.PointsAndPrizes.com) and ColoringBookFun (www.ColoringBookFun.com), SheKnows is currently one of the top 10 properties for women and attracts over 5.5 million unique visitors with nearly 50 mil. page views each month.

TeenCrunch (www.TeenCrunch.com) was founded in 2005 as a collection of web properties that give teens 12-17 a way to create and share web content using uniquely interactive and personalized tools. The collection includes TeenHollywood (www.TeenHollywood.com), Iconator (www.Iconator.com), mp3Masher (www.mp3Masher.com) and DollWizard (www.DollWizard.com). TeenCrunch provides brand advertisers a one-stop destination for integration tools that render marketing messages an uninterrupted part of the user experience.

“It’s an exciting time to be joining AtomicOnline as each of these properties reach critical mass,” stated Mr. Dodge. “With CraveOnline at 7 million and SheKnows at nearly 6 million uniques per month, we look forward to building on their organic growth to drive traffic even higher and further monetize our diverse family of sites. The AtomicOnline model not only serves the needs of internet users but also serves the needs of marketers who want to reach both broad demographic segments and establish deep niche, psychographic touch points. Near term, we’ll

be accelerating acquisitions of leading niche publishers to broaden and deepen our men's and women's content offerings.”

About AtomicOnline

AtomicOnline (www.AtomicOnline.com) is a diversified online media company that develops leading consumer internet brands that connect internet communities. Atomic brands serve as the demographic/psychographic hubs for men at CraveOnline (www.CraveOnline.com), women at SheKnows (www.SheKnows.com) and teens at TeenCrunch (www.TeenCrunch.com), and their large collection of affinity sites. Atomic properties are distinguished by their presentation of both broad general and deep niche content, exposing users to subject matter they otherwise would not explore. Unlike distributed media networks that merely aggregate disparate, unrelated websites, Atomic properties are legitimate branded destinations which own and manage all their sub-properties. Founded in 2004, the company is headquartered in Los Angeles.

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