

**For Immediate Release**



***SheKnows Insatiable Appetite for Acquisitions – Acquires ChefMom, Interactive Cooking and Recipe Destination***

**LOS ANGELES, CA – May 28, 2008** – SheKnows.com ([www.SheKnows.com](http://www.SheKnows.com)) one of the fastest growing online destinations for women, announced today the acquisition of ChefMom ([www.ChefMom.com](http://www.ChefMom.com)), an interactive cooking and recipe exchange site offering mothers meal ideas and food tips.

ChefMom provides visitors with a one-stop source for recipes with an interactive shopping list, search by ingredient recipe box, how-to guides, and variety of well-organized recipes and articles. In addition, the featured "Ask ChefMom" column offers advice on a range of topics such from how to get fussy toddlers to eat and how to prepare a well-cooked steak.

"Whether you love to create in the kitchen, or can't imagine what you'll make for dinner tonight, ChefMom has ideas for you," stated SheKnows Executive Editor Nancy Price.

"These four recent acquisitions (ChefMom, PregnancyandBaby [[www.PregnancyandBaby.com](http://www.PregnancyandBaby.com)], CelebrityPregnancy [[www.CelebrityPregnancy.com](http://www.CelebrityPregnancy.com)] and PregnancyFashion [[www.PregnancyFashion.com](http://www.PregnancyFashion.com)]) demonstrate our commitment to providing quality content for mothers and solidifies our position as a leading online women's property," stated Mike Dodge, SVP/General Manager for AtomicOnline, parent company of SheKnows.

**About SheKnows**

SheKnows.com ([www.SheKnows.com](http://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 – and 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 12 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 its sub-properties. For advertisers, opportunities for sponsorship and creative integration go beyond the banner to 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](http://www.AtomicOnline.com)), a diversified online media company.

## **CONTACT**

Erica Schrag

Manager, Public Relations & Marketing

[erica.mildh@atomiconline.com](mailto:erica.mildh@atomiconline.com)

310.828.0056 x.395

# # #