

For Immediate Release



SheKnows Kicks off Daily Dish – Leading Women’s Property with Daily Online TV Show

LOS ANGELES, CA – April 8, 2008 – SheKnows.com (www.SheKnows.com), one of the fastest growing online destinations for women, announced today the kick off of *Daily Dish* (DailyDish.SheKnows.com), an originally produced daily TV show focused on provocative and timely women’s interest topics related to entertainment, sex, style, food, home, parenting, pregnancy and health.

Daily Dish expands to the SheKnows online community experience, connecting over 7.2 million enthusiastic women each month with sites such as LovingYou.com (www.LovingYou.com), PregnancyAndBaby (www.PregnancyAndBaby.com), Soaps (www.Soaps.com), RealityTVMagazine (www.RealityTVMagazine.com) and ColoringBookFun (www.ColoringBookFun.com).

SheKnows is currently one of the top 10 properties for women online and joins a select few as one of the only women's sites (such as iVillage, www.iVillage.com) with an online daily TV show. Each daily video segment is 3-5 minutes in length and coincides with full-length editorial coverage deep within the site. “*Daily Dish* is unique in that it offers an undeniable prospect for brand advertisers seeking an engaged audience of women who are the decision makers of their homes,” said Kyle Cox, VP/General Manager for SheKnows.

SheKnows 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 (www.AtomicOnline.com) in 2006. "SheKnows is attentive to exploring new ways to connect the vibrant look and feel of print with those features uniquely available on the Internet. SheKnowsTV’s *Daily Dish* is an important step forward in that process,” says SheKnows Executive Editor Nancy J Price.

The latest Daily Dish can be seen on the SheKnows homepage (www.SheKnows.com). Earlier videos, along with related links and commentary, can be found at DailyDish.SheKnows.com (DailyDish.SheKnows.com).

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 – 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 adoption.com, SheKnows is currently one of the top 10 properties for women and attracts over 7.2 million unique visitors with over 110 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), a diversified online media company.

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