

**For Immediate Release**



***SheKnows Acquires PregnancyFashion and CelebrityPregnancy –  
Leading Women’s Property Declares Pregnancy the New Black***

**LOS ANGELES, CA – May 22, 2008** – SheKnows.com ([www.SheKnows.com](http://www.SheKnows.com)) one of the fastest growing online destinations for women, announced today the acquisition of PregnancyFashion.com ([www.PregnancyFashion.com](http://www.PregnancyFashion.com)) and CelebrityPregnancy.com ([www.CelebrityPregnancy.com](http://www.CelebrityPregnancy.com)), providing hip mommies with the latest news and trends in maternity apparel and expecting celebrity parents.

Now more than ever the baby boom in Hollywood has incited an explosion of interest in celebrity pregnancy. Top designers are offering maternity clothing, star couples such as Nicole Richie and Joel Madden are launching fashionable children apparel and foundations. “Pregnancy is the new black!” states Kim Gundy, editor of CelebrityPregnancy. “Women are obsessed with wanting to know everything about celebrity pregnancy. What birthing and parenting methods are they choosing? What are they buying and wearing? When a celebrity becomes pregnant, it puts them in touch with an entirely new fan base of expectants and mothers.”

SheKnows’ entertainment channel includes CelebrityPregnancy and PregnancyFashion and hot celebrity gossip sites such as TheHollywoodGossip ([www.TheHollywoodGossip.com](http://www.TheHollywoodGossip.com)) and ImNotObsessed ([www.ImNotObsessed.com](http://www.ImNotObsessed.com)).

“CelebrityPregnancy and PregnancyFashion appeal to our core demographic of women ages 25-54. The sites we own, operate and affiliate are true affinity destinations,” stated Kyle Cox, VP/General Manager for SheKnows. “We are not a distributed media network formed by Internet marketers, merely functioning as a sales platform. SheKnows was founded by real women for women. We attract over 12 million unique visitors with over 100 million page views each month, making us one of the top 10 properties for women online.”

## **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.

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