

For Immediate Release



***SheKnows Acquires RealityTVMagazine – Leading Women’s
Destination Adds Another Online Community***

LOS ANGELES, CA – January 30, 2008 – SheKnows.com (www.sheknows.com), one of the fastest growing online destinations for women, announced today the acquisition of RealityTVMagazine.com (www.RealityTVMagazine.com), a leading web property covering reality TV programming since June 2003.

RealityTVMagazine is dedicated to keeping fans in touch with their favorite reality TV shows and personalities. By providing exclusive interviews and reviews soon after shows air, the site has become the dependable go-to source for everything about and around reality TV. With the explosive popularity of reality as a programming genre, RealityTVMagazine feeds America’s insatiable and voyeuristic fascination with the lives of ordinary people turned Reality TV stars overnight.

RealityTVMagazine complements the SheKnows network of both broad topical and vertical niche sites, exposing users to subject matter they might otherwise not explore. By connecting dozens of online communities, SheKnows is quickly becoming the destination for Women 25-54 who know what they are looking for but also are open to diving deep into new niche content.

“We invite visitors to not only read about Reality TV but to join in the fun,” stated Christine Fix, Managing Editor of RealityTVMagazine.com and Soaps.com (www.soaps.com), which SheKnows also acquired last month. “We’re looking to expand our user base and distinguish ourselves from other TV websites by creating a community where visitors can discuss anything and everything about Reality TV -- professional actors, amateur contestants, story lines, news, outcomes and gossip.”

“Reality TV is here to stay,” added Mike Dodge, SVP/General Manager of AtomicOnline, parent company for SheKnows. “The acquisition of RealityTVMagazine will enhance the SheKnows entertainment sections and blogging communities, which are some of the destination’s most popular features. Strategically, the new site contributes to the overall AtomicOnline objective of networking affinity content that engage and captivate users through demographic hubs. The company currently owns and operates over 50 properties, with the goal being over 100 by year’s end.”

About SheKnows

[SheKnows.com](http://www.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 families.com, pregnancyandbaby.com, fabulousfoods.com, ichef.com, childfun.com, and soaps.com, SheKnows is currently one of the top 10 properties for women and attracts over 5.5 million unique visitors with nearly 50 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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