

**For Immediate Release**

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***SheKnows Acquires LovingYou.com – #1 Marriage and Relationship Site***

**LOS ANGELES, CA – December 18, 2007** – SheKnows.com ([www.sheknows.com](http://www.sheknows.com)), one of the fastest growing online destinations for women, announced today the acquisition of LovingYou.com – the #1 marriage and relationship site on the web.

LovingYou.com is one of the top 10 online destinations for women ages 18-25 and delivers nearly half a million unique visitors per month with 12 million page views. The site has been online for over 10 years providing award-winning content spanning every stage of a loving relationship along with free interactive tools and opportunities to participate in community forums. Unlike sites focused on dating and finding a mate, LovingYou.com is a leading source for information on how to put the fire back into an existing relationship and features advice and support for staying in love. Although not considered a dating site, LovingYou.com consistently ranks in the top 10 dating sites on the web.

"The acquisition of LovingYou will allow SheKnows users, the opportunity to dive deep into ideas and advice suggesting ways to enhance their relationships," stated Mike Dodge, SVP and General Manager for AtomicOnline, parent company for SheKnows. "By connecting these online communities, we hope to further build the audiences of each." Unlike some online distributed media networks that have cropped up in the marketplace within the last year or two and merely aggregate disparate unrelated websites, SheKnows is a legitimate branded destination which owns most and manages most all of its sub-properties. The highly respected consumer brand was spun out of Coincide Publishing, publisher of over a dozen highly specialized women's interest magazines.

**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 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 mil. 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 most 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 editorial offices in Scottsdale and 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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