

DIVINECAROLINE CELEBRATES EARTH DAY WITH SURVEY THAT REVEALS WOMEN'S OPINIONS AND BEHAVIORS ABOUT LIVING "GREEN"

Highlights of the Survey Include:

- *Nearly 80 Percent of Women Believe The Best Way To A "Greener" Relationship Is To Shower Together*
- *Fifty Percent of Women Ride the Bus, Walk or Bike to Work Every Day*
- *Thirty-five Percent of Women Use Natural Herbs as Their Favorite Alternative Treatment*

SAN FRANCISCO – (April 19, 2007) – DivineCaroline.com, a place where women come together to express themselves, find answers and share life through storytelling, today announced the results of its inaugural Earth Day Survey. The survey, conducted on DivineCaroline.com, measured women's opinions on topics such as recycling, hybrid cars, organic foods and "eco-travel" – which DivineCaroline found that forty-seven percent of women have never heard of.

"It is very important that we do what we can to preserve our planet," said Kate Thorp, CEO and Co-Founder. "We found, through the survey, that environmental awareness is high amongst our users and that they are passionate advocates for "greener" world."

Below are the full results of the DivineCaroline Earth Day Survey, conducted between April 13-18, 2007:

Relationships

"Going Green" in a relationship to DivineCaroline users doesn't mean learning to prepare an organic meal together, which was the least popular response. Seventy-eight percent of users think the best way to "green" a relationship is to shower together, while 16 percent say it's taking a tantric yoga class and 6 percent think it's a make-out session on the bus.

Parenting

Teaching kids at a young age about taking care of the earth is important. Forty-three percent of DivineCaroline users teach their kids to recycle, 27 percent teach their kids to turn off the lights when they leave a room, and 17 percent teach less water usage while 14 percent teach their kids how to garden.

Home & Food

Purchasing fresh foods from local purveyors is how 64 percent of DivineCaroline users prefer to support their respective communities and farmers. Nineteen percent have never purchased local food, 14 percent say they buy local food to help the environment and 5 percent say buying local food reduces transportation costs.

Body & Soul

Utilizing alternative medicine seems to be the growing trend amongst women surveyed. Thirty-five percent of users surveyed said that natural herbs are their favorite alternative treatment. Twenty-six percent practice yoga, while 13 percent turn to reflexology and 9 percent practice Tai-Chi.

Travel

Eco-Travel - or travel to destinations where the flora, fauna, and cultural heritage are the primary attractions¹ - isn't something most DivineCaroline users are familiar with as 42 percent say they've never heard of such a thing. For those who have, 33 percent say eco-travel options are hard to find, and 13 percent feel that it's too expensive or the best way to travel.

Style

When asked about their opinions on hybrid cars, approximately 50 percent of DivineCaroline users stated that hybrids were "the future," while 17 percent believe that they're cost effective. Thirteen percent of women surveyed said they believed hybrid cars were sexy with an equal number saying they are ugly. Only 8 percent of users felt that hybrid cars were a tax break.

Career & Money

Driving to work might be convenient, but the costs add up fast. The DivineCaroline survey showed that 52 percent of respondents either walk, bike or take public transportation to work everyday. Thirty-five percent said they never use these cost effective and environmentally friendly ways of getting to work, while 13 percent use one of the three once a month.

1. Sustainable Tourism (<http://www.gdrc.org/uem/eco-tour/etour-define.html>)

Play

Gardening, biking, walking and hanging laundry are fun activities that help the environment, too. Of the women surveyed, walking was the most popular with 35 percent maintaining it was their favorite green activity. Not far behind was gardening with 26 percent and biking with 23 percent. Nearly 11 percent stated they enjoy hanging laundry as an earth-friendly activity and 4 percent say they enjoy driving their hybrid.

Neighborhood and World

Habits are hard to break! But the one habit that 33 percent of DivineCaroline users feel is the least earth-friendly is driving a gas guzzler. Twenty-seven percent choose littering and refusing to recycle as bad habits, while 14 percent feel that using plastic grocery bags is most harmful to the environment. Two percent said paper napkins should be used instead of cloth.

The DivineCaroline Earth Day Survey was conducted on DivineCaroline.com between April 13, 2007 and April 18, 2007. The results listed above are based on responses from 1,200 survey respondents. For a full list of questions and more Earth Day content, please visit www.DivineCaroline.com.

About DivineCaroline.com

DivineCaroline.com is a place where women can come together to express themselves, find answers and share life through storytelling. Part of Real Girls Media Network (RGM), a leading network for women and girls online, DivineCaroline.com celebrates the sensibilities of women and their affinity for sharing and connecting. By enabling everyday women to easily submit – and automatically publish - their stories alongside professional content, DivineCaroline empowers women to share their wisdom and connect with others in an online community.

Media Contact:

Laura Ciekot
RGM/DivineCaroline.com
(415) 277-4934
DivineCaroline@allisonpr.com

Media Contact:

Caroline Tanaka
RGM/DivineCaroline.com
(310) 496-4452
DivineCaroline@allisonpr.com

#