

DivineCaroline.com Reaches 2 Million Unique Visitors in April

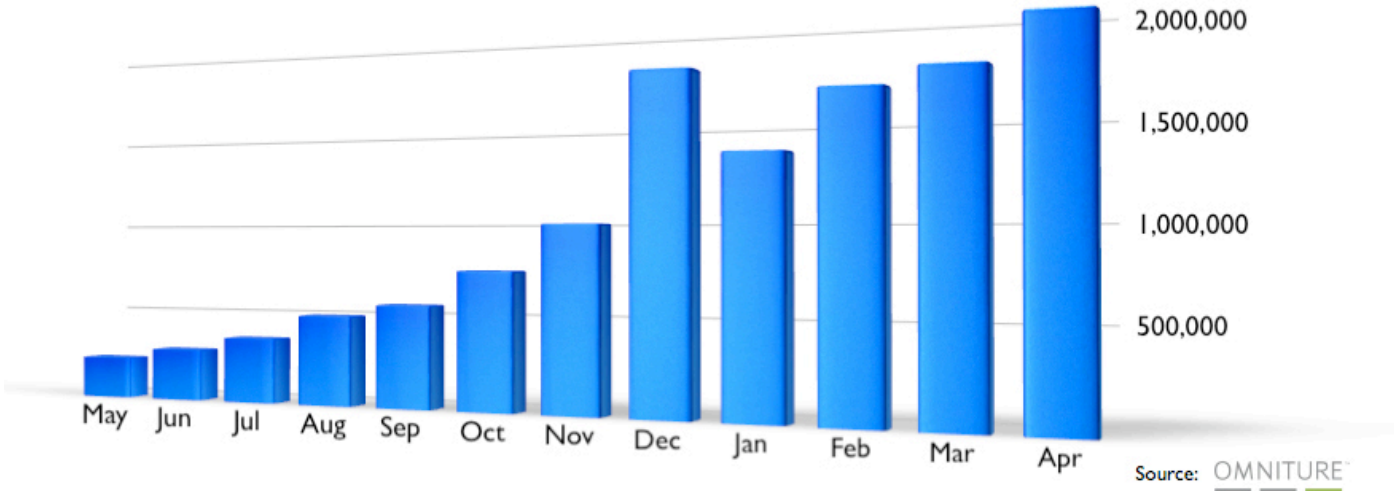
SAN FRANCISCO – (May 5, 2008) – DivineCaroline.com, the flagship site of Real Girls Media Network (RGM™) and one of the leading Web sites for women, announced today it reached 2 million unique visitors in April. DivineCaroline has had steady month over month growth since launch in early 2007. The site reached more than 1 million users in less than a year and now has doubled that reach in just the last 6 months, according to data from both Omniture and Google Analytics.

“Our strong growth is a testament to women’s desire to be heard, not only in comments and message boards, but to be the main feature. We worked hard to create a cutting-edge platform and brand that reflects the major change in how editorial and community come together online,” said Kate Thorp, CEO and Co-Founder of Real Girls Media Network. “We are thrilled with this achievement and expect this growth rate to continue.”

The women’s community space has been the fastest growing sector online. According to ComScore Media Metrix’s year-end report, "women's community" was the most visited and fastest growing internet category, tied with politics. The number of unique visits to women's community sites jumped 35% to almost 70 million from 52 million.

As part of RGM’s goal to validate, aggregate, and monetize a high quality female audience, the company recently launched the RGM Ad Network. “We are passionate about our 200+ content partners and 25 ad network partners,” said Rebecca Weeks, Director of Business Development. “We recently launched a premium invite-only network that provides great value to our partners and advertisers by maintaining relevancy across all nine of our areas of expertise: Relationships, Parenting, Body & Soul, Home & Food, Travel, Style, Career & Money, Play, and Neighborhood & World.”

DivineCaroline.com Unique Visitors



About DivineCaroline.com

DivineCaroline.com is a place where women 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.

About Real Girls Media Network

Real Girls Media Network, Inc., a digital network created for women, by women, is a San Francisco-based, privately held company backed by 3i and Walden Ventures. DivineCaroline™ and RGM™ are trademarks of Real Girls Media Network, Inc. More information is available at www.realgirlsmedia.com.

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