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DivineCaroline.com sets a new standard in women's publishing by Allowing Real Women to Publish Like Real Pros

Real Girls Media Network, Founded by Industry Veteran, Kate Thorp, Debuts its First Site for Women

SAN FRANCISCO – (February 5, 2007) – Real Girls Media Network (RGM™), a digital network created by women, for women, today announced the debut of its first site, www.DivineCaroline.com - a place where women come together to express themselves, find answers and share life through storytelling.

Founded by media and advertising industry veteran, Kate Thorp, DivineCaroline.com combines real voices with guided editorial and the dynamism of an online community. Recognizing that every woman has something of value to share, DivineCaroline.com provides a platform for women to reflect, read, write and connect. Most importantly, through its proprietary technology, DivineCaroline.com enables users to easily submit – and seamlessly publish – their thoughts and stories right alongside those of professional editors and other syndicated content, allowing them to connect directly with their readers.

“Knowing that women are the fastest growing demographic online, we saw a huge void in the marketplace for a site that truly embraces the whole woman and acknowledges that we lead very complex lives,” said Kate Thorp, CEO and Co-Founder. “With DivineCaroline, we’re engaging women in an empowering dialogue by providing a technology platform that enables them to publish their stories like pros and connect with one another in a democratized environment.”

DivineCaroline features user submissions, professional content, reviews and forums within nine different content areas that encompass a woman's life, including:

- Relationships
- Parenting
- Home & Food
- Body & Soul
- Travel
- Style
- Career & Money
- Play
- Neighborhood & World

Women who are interested in contributing their stories, simply need to register, create their "My Studio" personal profile and begin writing - the process is as simple as composing an email. After completing their submission, choosing an optional photo and the content area where they'd like their story to appear, users can easily publish their words on the site.

DivineCaroline also features guided editorial content written by its all-star editorial team. Comprised of experienced journalists and published authors, the editorial team includes notable women such as Caroline Wilbert, Laura Roe Stevens and Monique Peterson. DivineCaroline also sought the wisdom of the top female bloggers in North America to help build this next generation site for women. These bloggers, which include Amy Allen Clark (www.momadvice.com), Gayla Trail (www.yougrowgirl.com), Ivette Ricco (www.femmefan.com), Jenni Prokopy (www.chronicbabe.com) among others, are part of DivineCaroline's Advisory Panel, and also contribute to the site from time to time.

In an effort to centralize women's interest, DivineCaroline also provides a platform for women's groups and non-profits to reach a new audience and connect women with the causes they believe in. Organizations such as Common Sense Media, Moms in Business Network, Spark and The Tug McGraw Foundation have profile pages on the site that describe their mission, resources, fundraising efforts and volunteer opportunities. Women who are interested in donating their time, support or money will now have access to a centralized community in which to find the cause that's right for them.



DivineCaroline is the first site to be introduced by Real Girls Media Network (RGM™), a San-Francisco-based company founded by industry veterans of Web 1.0, Thomas Kudrycki, Suha Araj, Tamara Birdsall, and Kate Thorp. To submit an article, write a review, participate in a forum, read an inspirational story or find a worthy cause, go to 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.

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 WaldenVC. DivineCaroline™ and RGM™ are trademarks of Real Girls Media Network, Inc. More information is available at www.realgirlsmedia.com.

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