



Contact: Charlie Brug nolotti Jr.
Tel: 646-873-4988
Email: charlieb@silvercarrot.com
www.silvercarrot.com

FOR IMMEDIATE RELEASE

Silver Carrot, Inc. Acquires Working Mother Site: Work It, Mom!

CHICAGO, June 14, 2012 --- Silver Carrot, Inc. has acquired the Web site www.WorkItMom.com as the latest property in its growing female content network. The addition of Work It, Mom! gives Silver Carrot further reach into a crucial audience of working mothers.

Work It, Mom! is an asset for any working mom. The site provides an outlet for mothers to deal with stress as well as an open community of support. Mothers utilize the network to exchange valuable information ranging from shopping tips to stress-relief.

Silver Carrot, Inc., is taking steps to make the necessary additions to the site in order to further grow the Work It, Mom! reader base. With its state of the art products and services, Silver Carrot, Inc. will employ similar goals and initiatives to Work It, Mom! as it has to its other content properties, Recipe4Living and Fit&Fab Living. "Work It, Mom! provides the perfect complement to our existing properties and gives us further reach to prospective female consumers," explained Hillary Marshak, Silver Carrot's Director of Content Development.

The acquisition of Work It, Mom! allows Silver Carrot to reach an increased age range of women in the lifestyle channel. Work It, Mom! bridges the gap between its current younger audiences of Fit&Fab Living and older audiences of Recipe4Living.

About Silver Carrot, Inc.

Silver Carrot, Inc. is a leading performance-based lead generation company with a variety of products. SilverCarrot, Inc. enables its advertising clients to generate high volumes of top-quality customer leads and sales on a pay-for-performance basis. The firm also teams with publishing partners to help them maximize the revenue from their advertising inventory. Offerings include a women's content network (comprised of Recipe4Living.com, FitAndFabLiving.com, RunningWithMascara.com and ChewOnThatBlog.com), performance-based lead generation services for advertisers, and the premiere affiliate network, SilveriNet. For more information, please visit <http://www.silvercarrot.com>.

###