

**New Site Brings Women Prosperity** – The freshest resource for women navigating one of their most complex relationships – their relationship with money – launches nationally.

**New York, April, 2008 – Prosper Media, LLC**, today announced the launch of *www.prosperitymedia.com*, a women's lifestyle web site focused on personal finance and branded Prosperity. Prosperity's mission is to provide the tools for women to successfully manage their finances across all facets of their daily lives.

“The number of women – smart, successful women – who feel uncomfortable about managing their finances is staggering. They need a helpful guide,” says Tara Gravel, the Executive Editor for Prosperity. “Prosperity talks to women like a good friend would - making complicated information not just palatable, but fun.”

Prosperity was created by three women who found themselves needing a resource like Prosperity through the different stages of their lives – work, school, kids, marriage, more school, more work... The features of the site are designed to meet the needs of women at all stages, including:

- **The Basics** – Prosperity isn't here to get all women a job on Wall St, but to make women so comfortable with all aspects of personal finance that they feel empowered in any conversation, from a meeting with a financial planner to a cocktail party banter
- **Resources** – A list of books, links, complimentary content to Prosperity's core articles, and a growing directory of financial experts, all geared towards providing women with the best information out there.
- **Financial Experts** – Ameriprise' Katherine Wahlberg contributes a regular column on all topics relating to personal finance.
- **Survival Guides** – Who wouldn't want a humorous take on how to survive and prosper through life's milestones, such as marriage, divorce, buying or selling real estate, changing jobs and just keeping your head above sea level.
- **Community** – Most importantly, Prosperity is a community of like minded women, looking for answers and support.

Prosperity's audience – primarily women age 20ish-40ish controls over \$3 trillion in domestic spending and is an extremely valuable demographic for advertisers. Prosperity creates an outlet for advertisers to reach these decision makers around content that is both relevant, and refreshing. Revenue is originally derived from advertising to this crucial demographic, as well as through list management. Prosperity believes the site will attract advertisers in the consumer packaged goods, retail and financial categories, where combined online advertising is expected to exceed \$1 billion in 2008, based on reports on CNet and Nielsen Mediametrix.

#### **About Prosper Media:**

Prosper Media, LLC is a small publishing and media consulting company run by five people: Mike Elias, Brian Glaser, Tara Gravel, Rebecca Haggerty and Laura Kirkpatrick. The company is headquartered in New York, NY. For more information, visit [www.prosperitymediaco.com/about/contact.html](http://www.prosperitymediaco.com/about/contact.html)

Prosperity

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