

FOR IMMEDIATE RELEASE

PBS TV Series "For Her Information" Launches Online Magazine

(CHICAGO, IL August 2, 2007) FHI Online magazine offers conscious-minded women timely information, ideas and solutions for a slice of "her" everyday.

Founded in 2003 by "mompreneur" Beth Aldrich, For Her Information Media has grown from a local cable TV series to a PBS series airing in 60 markets, an Online Radio Show and a publication for savvy, conscious-minded women.

Following her efforts on the environmental Cool Globes Lakefront project in Chicago, Aldrich decided to lead the pack and go GREEN by shifting gears and publishing completely online.

"Readership to our website was actually thriving more than our print publication, so it made perfect sense to make the shift," Aldrich says.

Recently featured in the Chicago Tribune's business section for "following her passion to profits", Aldrich knows busy, multi-tasking women enjoy reading content online. "We've utilized the 12 sections of our magazine to give women a "slice" of her everyday, offering tips, ideas and useful (further) resources to make life easier."

FHI Online magazine can be read at www.ForHerInformation.com

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