



## PRESS RELEASE

### Silk Purse Women Launches New Website

Wayne, NJ, January 4, 2008 -- *Silk Purse Women* magazine, New Jersey's only publication dedicated to women 40+, has launched a new Website to provide women expanded access to in-depth information and resources relevant to them.

"This new Website is necessary for us to meet the needs of our growing community of powerful, amazing women", says *Silk Purse Women* vice president, Lorraine LaShell. "Over the last year our magazine readership has grown tremendously. We wanted to take our entire business to the next level – the magazine, Website, and our monthly eNews. In fact, the updated eNews, introduced in November, has gotten rave reviews from readers. The next issue of the magazine, Winter 2008, due out in January, will have a fresh, new look and expanded editorial, with the number of pages increasing by a third."

The new, easy-to-navigate site offers a wide selection of articles excerpted from past and current issues of *Silk Purse Women*, on a range of topics including health and fitness, financial, life balance, and sexuality. Even more information is available on the new Resources page, which guides visitors to numerous products, services and links specifically for women.

More than 60,000 women read *Silk Purse Women* magazine, which is published quarterly. The magazine's pages are filled with information on such topics as professional challenges and successes, philanthropic opportunities, care giving tips, living longer healthier, and much more.

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