

WHAT TO EXPECT[®]

Fact Sheet

WhatToExpect.com is the digital home to Heidi Murkoff's globally recognized parenting and pregnancy brand, *What to Expect When You're Expecting*[®]. The website and digital apps, published by Everyday Health, Inc., are filled with original content, expert advice, video and utility tools to help parents through every aspect of pregnancy and parenting. According to Omniture, *What To Expect* attracts 8.5 million monthly users, and boasts an active community of moms that collectively account for 30,000 daily message board posts. *WhatToExpect.com* is the trusted resource for moms.

WhatToExpect.com

- The official online home to the world's most popular pregnancy and parenting brand
- Deep information and news moms need, coupled with Heidi's signature style of supportive advice
- Passionate essays from parents offering their personal takes on the parenting journey
- Resources for all stages of pregnancy and parenting, from preconception through the toddler years
- "Love-it" Lists that allow for easy baby registry research and creation, featuring the *What to Expect* Award winners
- Lively and helpful conversation among hundreds of groups of parents, organized by birth month, interest topics and locations
- Contests and giveaways

Fun Facts

- Heidi Murkoff's iconic book, *What To Expect When You're Expecting*, is purchased by 93 percent of expecting mothers who buy a pregnancy guide (source: *USA Today*)
- Heidi Murkoff was selected as one of *Time* magazine's most influential people (2011)
- *WhatToExpect.com* reaches over 8.5 million monthly unique visitors
- There are over 30,000 message board posts per day
- On average, over 5,000 *What to Expect* apps are being downloaded daily
- Over 5 million *What to Expect* apps have been downloaded
- There are over 134 million monthly page views on the *What to Expect* apps
- *What to Expect* has 100,000 Facebook fans and over 13,000 followers on Twitter
- Moms love sharing photos of their adorable babies – *WhatToExpect.com* members share and comment on over 2,000 of baby pictures each month
- Heidi's book inspired the 2012 film, *What To Expect When You're Expecting* with a star-studded ensemble cast lead by Cameron Diaz, Jennifer Lopez and Chris Rock

Heidi Murkoff

Heidi Murkoff is the creator of *What to Expect*, the world's most popular and trusted pregnancy and parenting brand. Heidi conceived the idea for *What to Expect When You're Expecting* during her first pregnancy, when she couldn't find answers to her questions or reassurance for her worries in the books she'd turned to for much-needed advice. Today, Heidi touches millions of lives through her series of best-selling *What to Expect* books, *WhatToExpect.com*, and the world's most popular pregnancy apps. Heidi has appeared on hundreds of television and radio shows, including the *Today Show*, *Good Morning America*, *CNN*, *The Early Show*, *Oprah*, *BBC Breakfast*, and *Good Morning Australia*. And she was named to the 2011 *Time* 100, *Time Magazine's* list of the top 100 most influential people of the year. *What To Expect When You're Expecting* inspired a feature film starring Cameron Diaz, Jennifer Lopez, and Chris Rock (released in May 2012.)

What To Expect Mobile Apps

What to Expect Pregnancy & Baby

From the world's most trusted pregnancy brand *What to Expect When You're Expecting*, *What to Expect Pregnancy & Baby* offers the best information, tools, and support for parents and parents-to-be. Growing quickly with over 3000 new downloads every day, users love the personalized experience this app provides every step of the way – 40 percent of them use the app every day!

- Weekly videos, personalized tips, and week-by-week information help users understand their changing body and baby's development
- Personalized tracking each week and day of pregnancy with baby's development measured in fruit sizes, and countdown to due date
- Active and supportive community makes it easy to meet Moms due in the same month
- Photo journal to capture moments each week that create a visual memory of baby's journey
- Weekly inspiration and shareable milestones make it easy and fun to celebrate little one's progress with family and friends
- The only app that tracks your pregnancy as well as your other children in one place
- Gold Award Winner in the 2010 Web Health Awards recognizing the best digital health information
- Available on iPhone, Android and Blackberry
- 4.5 star rating (iTunes)
- User review: "I use this app every day. It's a super easy and convenient way to track my pregnancy."

What to Expect Period & Fertility Tracker App

What to Expect's Period & Fertility Tracker iPhone app assists women trying to conceive.

- Users are able to:
 - Learn when they are most fertile
 - Track their period
 - Find out their expected due date
 - Share their calendar with doctors
- "Articles" tab provides users with tips for improving chances of conception
- User review: "This app worked like magic! Tried an ovulation kit the first month (no luck). Used this app second month and already pregnant!" – Crystal Bowls

What to Expect Baby Tracker App

Moms can continue to stay connected with each other after their pregnancy with the *What to Expect Baby Tracker* app, and have an anytime, anywhere tracker for their baby's daily activities for the first year

- An easy-to-use interface allows parents to track baby's daily activities, including:
 - Feedings
 - Sleeping sessions
 - Diaper changes
 - Vaccinations
- Includes 140 articles focused on the baby's first year including development, feeding, health and fun
- *What to Expect* message boards offer a community of support and ideas from other parents
- Available on iPhone and Android
- User Review: "This app is amazing! I just had a set of twin boys and it's so hard to keep track of their feeding and diapers but this app is so simple to use. Highly recommend!" –SarahB14