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Evolve Media Makes Acquisitions

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Evolve Media Corp., operator of a digital media network, said Friday that it has acquired two websites focusing on entertainment and eco-friendly living.

The Los Angeles parent of AtomicOnline and SheKnows is buying reality entertainment site RealityTea.com and WebEcoist.com, a green living site, both of which will become part of its Momtastic web community aimed at mothers.

RealityTea.com was founded in 2009 and gets more than 550,000 unique monthly visitors for its combination of news, gossip and blogging about reality TV shows.

“Both RealityTea and WebEcoist are great examples of thriving, content-rich sites that were built from the ground up,” said Evolve Chief Executive Aaron Broder, in a statement. “We’re thrilled to add them to the Momtastic family, not only to enrich and entertain our readers, but to provide marketers with an even greater opportunity to connect with our well-rounded audience.”

Financial terms were not disclosed.