

Cynopsis: DIGITAL

01/20/12

~ MULTIPLATFORM CONTENT NEWS ~

Evolve Media Corp. has acquired RealityTea.com, a reality entertainment news website, as well as WebEcoist.com, a site dedicated to help users incorporate green-friendly living into their daily lives. Per the acquisition, Evolve Media will **integrate both domains into the larger Momtastic online community**. Founded in 2009, RealityTea's coverage of reality TV attracts more than five million page views per month. Most recently, the blog gained national attention for breaking the story of an allegedly staged scene aired on *Kourtney & Kim Take New York*.