

## Community Site Grandparents.com Acquires GrandparentsMagazine.net, Acq-Hires Founder Katrina Wester

By [Joseph Weisenthal](#) - Tue 11 Dec 2007 06:10 AM PST

Community site [Grandparents.com](#) is acquiring [GrandparentsMagazine.net](#), a content and info site for grandparents. In what appears to be an acq-hire, the site's founder and only employee, Katrina Hayday Wester, will join [Grandparents.com](#) as an expert on grandparenting. NYC-based [Grandparents.com](#) says the deal will bring it more content and traffic, estimated at 100,000 monthly uniques. [Grandparents.com](#) is jointly owned by private investment firms Laser Partners and TWS Partners. CEO Jerry Shereshefsky was formerly Yahoo's (NSDQ: YHOO) 'Ambassador Plenipotentiary' to Madison Avenue. Terms of the deal were not disclosed. [Release](#).

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