

Gorilla Nation NEWS
For Immediate Release



3 Join Troop at Gorilla Nation Canada

TORONTO, CANADA – July 9, 2007 – Gorilla Nation (<http://www.gorillanation.com/>) the world's largest online ad rep firm, today announced several new hires in its Toronto sales office.

Joining the company as Account Executives are Michael Giles and Michael DiGiovanni. Mr. Giles has 10 years experience in sales, marketing, business development and account management. His previous employment includes CanWest MediaWorks (Canada.com Network), REDUX Media Network (Monster.ca, ReadersDigest.ca & TickleGrapvine) and Labatt Breweries Canada (beer.com). Mr. DiGiovanni also has 10 years experience, having spent his entire career in the interactive media industry. He most recently served as director of interactive ZenithOptimedia has held posts at Starcom, Modem Media and Grey Interactive.

Also joining GN as a Media Planner is Asif Din, formerly of Sandbox Communications and Starcom Worldwide.

“We’re excited to have such experienced professionals come aboard at this important time in our growth,” stated Walder Amaya, Director of Operations for GN Canada. “We look forward to expanding our reach into new Canadian markets and developing deeper relationships with our existing clients.”

About Gorilla Nation Media, LLC

Gorilla Nation is the world's largest online ad sales rep firm. The company exclusively represents over 500 leading web publishers, and sells integrated media and promotional programs to Fortune 500 brand advertisers. Working closely with its web publisher partners, GN's expertise within select vertical markets provides advertising clients the ability to build high impact, integrated, rich media programs across one or more properties to deliver superior audience reach. The company is committed to delivering exceptional customer service, optimization and execution of creative media and promotional programs. Founded in 2001, Gorilla Nation is headquartered in Los Angeles with offices in New York, Chicago, and Toronto.

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