



## News

### **COOKIE JAR SIGNS ONLINE AD DEAL WITH GORILLA NATION**

FOR IMMEDIATE RELEASE:

TORONTO/LOS ANGELES (June 6, 2007) – Cookie Jar Entertainment has hired Gorilla Nation to handle the online advertising for its two most popular websites. One of the top online advertising companies in the world, Gorilla Nation will initially promote Cookie Jar’s hugely successful “Spider Riders” and “The Doodlebops” websites.

“By partnering with Gorilla Nation, Cookie Jar will be able to extend and monetize our immersive brand initiatives,” said Ken Locker, Senior VP Digital Media. “This partnership will be an important part of our ongoing strategy to reach our audience in the new non-linear media environment and we believe, if executed properly, will be highly profitable. In many ways for our audience the Internet is the new TV. We have to be creative and proactive in how we reach them.”

“We’re delighted to rep these Cookie Jar properties which will become part of our aggregated kids vertical market,” added Aaron Broder, Gorilla Nation’s CEO. “And for many brand advertisers, we’ll be taking advantage of the unique interactive qualities of the web to go ‘beyond the banner’ to develop site-specific online marketing programs.”

The popularity of Cookie Jar’s “Spider Riders” website, [www.SpiderRiders.com](http://www.SpiderRiders.com), continues to grow. The “Spider Riders: Battle for Arachna” online game has registered more than 1.3 million gamers and has received more than 50 million hits since it’s introduction last year. Cookie Jar’s partnership with Gorilla Nation coincides with the launch of the website’s new MMOG game.

The Doodlebops website, [www.doodlebops.com](http://www.doodlebops.com), offers kids fun, interactive games where they can create music and dance along with band members Deedee, Rooney and Moe. The site also features Doodlebops songs, music videos and fun printable activities.

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### **About Cookie Jar Group**

Cookie Jar Group develops, produces, distributes and markets quality products to children, their caregivers, parents and teachers. Cookie Jar Group's products reflect its commitment to providing the best in children's published content, animated and live action programming and innovative educational and entertainment-driven products worldwide. The group of companies consists of Cookie Jar Entertainment Inc. and Cookie Jar Education Inc.

Cookie Jar Entertainment Inc., Cookie Jar Group's entertainment operation, is a leading, global, independent producer, marketing and brand manager of such renowned children's properties as "The Doodlebops," "Caillou," "Spider Riders" and "Johnny Test". Combining globally renowned intellectual properties with an industry-recognized management team, Cookie Jar Entertainment Inc. is a market-driven, brand building company that is committed to children first and foremost and is dedicated to the development and production of quality programming that embraces the whole child, with animated and live-action series that entertain, inspire and enlighten children and family audiences worldwide.

### **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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