

## News Release



### ***Gorilla Nation Taps Tech Banker Bayme for Corp Dev***

**LOS ANGELES, CA – November 7, 2007** – Gorilla Nation ([www.gorillanation.com](http://www.gorillanation.com)), the world's largest online ad rep firm, announced today that veteran technology banker Ari Lee Bayme will be joining the company as VP of Corporate Development. He will be joining the executive team responsible for evaluation and execution of acquisitions and strategic investments in niche-oriented portals while exploring expansion into Europe and Asia.

In his previous role as VP with Milbank Roy & Co., LLC, Mr. Bayme led several M&A and financing transactions for clients such as advertising networks, niche portals and direct navigation portfolio companies. He has been a frequent speaker on the topic of valuing Internet based assets at technology conferences such as ad:tech, TRAFFIC and The Domain Roundtable, and is also the author of a monthly column in Modern Domainer Magazine. Mr. Bayme holds degrees from Benjamin N. Cardozo School of Law and from New York University Tisch School of the Arts. He is President Emeritus and Board Member of Rocking the Boat, a non-profit youth development organization.

"Ari joins us at a time when we are increasing the pace of our international acquisitions," stated Brian Fitzgerald, co-founder and President of Gorilla Nation. "His extensive experience with cross-border M&A will complement and extend our existing business development efforts."

"I'm excited to join the team at Gorilla Nation as they consolidate their dominant position across multiple niche categories" added Mr. Bayme. "GN's ability to deliver targeted results to advertisers is unmatched, and this level of accountability to advertisers and publishers alike sets the tone for the future of Internet advertising."

#### **About Gorilla Nation Media, LLC**

Gorilla Nation is the world's largest online ad sales rep firm. The company exclusively represents the online ad inventory of over 500 leading "mid-tail" 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 30 select vertical markets provides advertising clients the ability to build high impact, 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 programs. Founded in 2001, Gorilla Nation is headquartered in Los Angeles with offices in New York, Chicago, and Toronto.

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