



Pink is the New Gorilla:

PinkIsTheNewBlog & Other Celeb Blogs Become Hottest New Ad Media

LOS ANGELES, CA – September 21, 2006 -- Gorilla Nation, the world's largest online ad sales rep firm, announced today the signing of an exclusive agreement to represent PinkIsTheNewBlog.com, a leading pop culture destination featuring creative presentation of celebrity gossip.

"Pink is celebrity blogging done right," stated Trent Vanegas, Pink's creator and sole blogger. "People seem to have an insatiable appetite for Lindsay, Paris, Jessica and Nicole, and we're here to make it all more interesting, fun and witty. We just revel in the ridiculousness of it all."

Trent, a Detroit native, is a former teacher turned blogger who started recording his unique brand of observations 4 years ago. Rather than just repost news stories, the focus is on using visual material more creatively, without lowering the commentary to meanness or trashiness. While the site's focus is on celebrity, he talks about anything that catches his eye as it moves into popular consciousness, including music, film, books and technology. Trent was recently named as one of the "Most Influential Men Under 42" by *Details* magazine.

"We're excited to have Pink become our newest Gorilla Nation publisher," added Aaron Broder, CEO of Gorilla Nation Media. "They're a perfect example of why celebrity blogs have broken through to become the next big marketing platform. AOL recognized this trend with the launch of TMZ.com, and Gorilla now represents the majority of leading celeb blogs including The Superficial, Jossip, Egotastic and Socialite's Life."

For brand marketers, celebrity blogs are an effective way to reach a hip, trendsetting audience, especially the difficult to reach online 18-34 female segment. And, as they grow in popularity, these sites will soon encompass other demographics as well.

Past Gorilla blog advertisers include Ford, Sprite, T-Mobile, Bravo and 20th Century Fox.

About Gorilla Nation Media, LLC

Gorilla Nation is the world's largest online advertising sales representation company. It exclusively represents over 400 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 customized, 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 on creative media and promotional programs. Founded in 2001, GN is headquartered in Los Angeles with offices in New York, Chicago, Detroit & Toronto. Gorilla Nation is a Pegasus Media internet company.

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