

For immediate Release



Gorilla Nation Appoints Dreamworks HR Vet Sharon Reese to Staff International Expansion

LOS ANGELES, CA – September 17, 2007 – Gorilla Nation (www.gorillanation.com), the world's largest online ad rep firm, announced today that Sharon Reese has been appointed their new VP, Human Resources. Based in GN's Los Angeles headquarters, Ms. Reese will be responsible for managing rapid employee growth on both a domestic and international level, with focus on expanding Toronto and opening new offices in London & Sydney.

Ms. Reese spent nearly seven years as Head of Corporate Employee Relations for Dreamworks SKG (sold to Paramount) and DreamWorks Records (sold to Universal Music Group) where she was responsible for human resources activities domestically and internationally in all areas of employee relations, performance management, training and development, corporate policies and procedures compliance, transitions and mergers and acquisitions. Prior to that, she was VP, Human Resources Manager for Bank of America with an employee population of over 100,000 where she supported the Corporate Group, Retail Branches, Commercial Banking, Credit Card and Teleservices.

"Sharon is the ideal person to spearhead our continued growth," stated Aaron Broder, CEO and co-founder of Gorilla Nation. "We've doubled our U.S. staff over the past year from 75 to 150 and expect to surpass 200 by year's end, and we'll be expanding our international presence into London and Sydney over the months ahead."

"I'm delighted to join GN and have the opportunity to work with such an impressive group of talented, creative people," added Ms. Reese. "Along with the upbeat environment and explosive growth, the parallels with my Dreamworks experience are unmistakable."

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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