

Gorilla Nation NEWS
For Immediate Release



***Gorilla Nation Adds Healthcare Market with Exclusive Representation of 4
Vibrance Sexual Health Sites***

LOS ANGELES, CA – January 10, 2007 – [Gorilla Nation](http://www.gorillanation.com/) (<http://www.gorillanation.com/>) the world's largest online ad rep firm, today announced the signing of an exclusive agreement to represent Vibrance Associates, a leading sexual healthcare portal, to the ad agency and brand marketing communities. This marks the addition of a healthcare vertical market to GN's current offering of twenty-five other targeted audience segments.

[VibranceAssociates.com](http://vibranceassociates.com/) (<http://vibranceassociates.com/>) comprise four highly credentialed, medically-focused websites that “keep up with what's down there.” Each site is news-driven and extraordinarily rich in content for women and men seeking information about the huge and complex universe of sexual function, menopause, vulvar pain, prostate health/cancer, incontinence and other gynecological and urological issues.

The sites include: HisAndHerHealth.com, which focuses on male and female sexual health, and offers news, advice, and the latest research abstracts from key medical conferences; OurGyn.com, a women's site (that's male-friendly), providing down-to-earth information on a wide range of gynecological issues; BermanSexualHealth.com, helping women reclaim and makeover their sex lives by providing answers to questions they are often too embarrassed to ask their doctors or friends; and RedHotMamas.org, the leading site on issues for older women on perimenopause, menopause and post-menopause.

The eight-year-old company is guided by urologist Dr. Myron I. Murdock, its medical director, who is a founding member of the Sexual Medicine Society of N. America (SMSNA), a leading authority on prostate health, renowned ED specialist, and expert on Viagra, Cialis and Levitra; Dr. Jennifer Berman, iconic female sexual dysfunction expert and one of a handful of female urologists in the nation; Dr. Andrew T. Goldstein, author

and expert on sexual and vulvar pain; and Karen Giblin, president of Red Hot Mamas, the largest menopause education organization in the country.

“We’re delighted to have Gorilla Nation help us position our web properties as uniquely targeted marketing venues for a wide range of advertisers,” stated Stan Felder, President of Vibrance Associates. “Increased advertising opportunities can now help us expand our offerings and continue to keep each site on the leading edge of what, for many people, are major critical health issues.”

“Vibrance offers us an effective means of immediately obtaining a competitive position in an important vertical market,” added Richard Rocca, VP of Business Development for Gorilla Nation. “We’ve already received a positive response from several different major advertisers in a variety of categories, including the growing pharmaceutical sector.”

Gorilla Nation is the world’s largest online advertising sales rep 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 high impact, integrated, rich media programs across one or more properties to deliver superior audience reach.

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