



For Immediate Release

NetWorldMedia and Gorilla Nation Join Forces in Canada –

Over 700 French & English Web Properties Aggregated into Single Offering
Montreal, Canada - August 28, 2007 – NetWorldMedia (<http://networldmedia.com/>), the first French language Canadian online advertising network, today announced the signing of a strategic alliance with Gorilla Nation (<http://www.gorillanation.com/>), the world's largest online rep firm, which will aggregate the online ad inventories of both French and English language web properties into a massive inventory offering represented by the respective sales forces of both companies.

Exclusively representing more than 500 independent websites, Gorilla Nation offers superior reach and uniquely integrated ad placement opportunities to Canadian marketers seeking to reach both widely targeted mass audiences as well as deeply specific niche segments.

“Several of our Canadian clients have been asking us to make media space available for their English language market,” stated Gino Coutu, President and CEO of NetWorldMedia. “After several months of research and negotiation, Gorilla Nation appeared to be most in line with our philosophy of representing high quality sites, plus having a professional sales team who can be out in the field proposing specific solutions for the precise needs of our advertisers.”

“We are particularly proud of now being able to represent NetWorldMedia’s network to our advertisers throughout the rest of Canada,” added Walder Amaya, Director of Operations for Gorilla Nation Canada. “NetWorldMedia’s network of more than 200 mostly French-language content sites, added to our own 500, creates a quality alternative for national advertisers who wish to reach Canadians from coast to coast.”

About Gorilla Nation Media, LLC

Gorilla Nation is the largest online rep firm in the world. The company exclusively represents the online ad inventory for 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 30 select vertical markets provides advertising clients the ability to aggregate fragmented internet audience segments and build 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.

About NetWorldMedia

Founded in 2001, NetWorldMedia is the first Francophone Canadian network of banners and advertising placement in search outlets with thousands of active advertisers appearing on more than 450 million page views per month. The network is composed of more than 200 specialized sites and Quebecois search engines, including: La Toile du Québec, TonTuyau.com, LesAffaires.com, QuébecPeche.com, Sympatico/MSN, GuideAuto.com, AutoConseils.ca, OccasionEnOr.com, Copines.ca, MonClasseur.com, MontrealWeb.com, in addition to Google, Yahoo! And MSN Ad Centre.

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