

For Immediate Release



***FHM Online Hooks Up with Gorilla Nation
to Rep U.S. Advertising***

New York, NY – April 16, 2007 – FHM Online (www.fhmonline.com), the premiere daily destination Web site that succeeds FHM magazine, has signed a representation agreement with Gorilla Nation, the world’s largest online ad rep firm. Gorilla Nation (www.gorillanation.com) will represent Emap Metro LLC’s FHM Online in the U.S., with exclusive rights to all motion picture, DVD, and TV advertising as well as exclusive sales to 60 leading brand marketers.

FHM Online now reaches more than a million unique visitors per month and will become a key component in Gorilla Nation’s male lifestyle vertical market offering of over 20 million unique male visitors per month.

The evolution of the world’s largest men’s lifestyle magazine into an all-digital brand in the U.S. underscores the significance of the Web as today’s primary source of entertainment for young men in the 18-34 year-old category. FHM Online will be taking its core brand values—funny, sexy and useful—in an interactive direction to create a uniquely engaging user experience. The site features a new design with wider editorial coverage, including entertainment, sports, gaming, gadgets, advice, video, user-generated content, customizable email news, and, of course, beautiful women. Several unique mobile initiatives are also in development.

“As an all-digital brand, FHM Online provides marketers targeting young men endless possibilities for creative integration,” stated Scott Kritz, Editor-in-Chief, FHM Online. “The vast majority of brands advertising with FHM Online represent products and properties that resonate with our readers. That seamless fit between advertising and editorial frees us to carry out a wide range of unique and integrated initiatives for our advertisers. Now with Gorilla Nation at the helm of our sales efforts, the creative opportunities for

advertisers on FHM Online will be unparalleled. Gorilla Nation's proven track record in the digital marketing arena sets them apart from others in the industry and makes them the ideal media partner for FHM Online.”

“FHM Online is a huge win for us,” added Brian Fitzgerald, Co-founder and President of Gorilla Nation. “We’ll be able to leverage their audience in the context of a larger aggregated vertical market and get them out in front of key agency decision makers. We have a history of representing several leading men’s Web properties that are pure online properties, so we’re excited to have such a well-established offline brand, such as FHM, to round out our men’s lifestyle offering.”

Highlights of Emap's U.S. division of FHM-in-digital include uniquely entertaining content choices reflecting both broad and deep editorial coverage. The new homepage includes FHM's *Daily Dose*, spotlighting the site's newest offerings including news, interviews, blog entries, *Girl of the Day* and *Beer of the Day*. The *Big Eye on the Web* portal, a collection of links to videos and photos of everything from the outrageous to the sublime, has already become a popular feature driving repeat visits. The Sports channel features exclusive interviews and blogs from a number of pro athletes, and will soon grow as FHM Online and the WWE team up to create a behind-the-scenes blog written by its wrestlers. The *Hombre* section is a lifestyle channel covering electronics, cars, health, fitness, fashion and grooming. Video is a huge new part of the brand's online presence, with special features such as *Jackass* bad boy Bam Margera's bachelor party, filmed by MTV as part of its *Bam's Unholy Union* reality show, made available through FHM Online. And Jenny McCarthy's hugely popular *Joy of Sex* video column also continues.

Major men's lifestyle brand marketers have already flocked to the site, with major online ad campaign successes from Cuervo, Kraft, Miller Lite, Sony and Champs Sports. Branded video content is also currently being offered as a “beyond the banner” form of online promotion. For example, a pre-roll video ad for the film *Ultra Violet* featured a custom segment with the film's star, Mila Jovovich, in which she welcomed users to the site and introduced the new *FHM WebTV* channel. And Atlantis Resort on Paradise Island, Bahamas is currently utilizing an integrated promotional sponsorship to tie in with FHM's latest *Digital Darlings* search to discover the Web's most beautiful women. Last year's 2006 competition garnered over 16 million votes in just 34 days.

Upcoming features representing near-term advertising and promotional opportunities include the *100 Sexiest Women in the World*, a user poll selecting the 100 sexiest female celebrities; *Miss FHM*, featuring over a hundred girls-next-door who've appeared in FHM over the past year who compete for the coveted crown of Miss FHM 2007; and the *UFC Locker Room*, where FHM and the UFC are teaming up to create an exclusive behind-the-scenes blog in which many of the league's most prized fighters share with FHM users what it's like to live and compete in the Octagon as a mixed martial arts superstar.

About FHM

FHM Online is published by Emap Metro LLC and controlled by Emap Consumer Media, a division of Emap plc. FHM was launched in the U.S. in February 2000 and exists today in America as an all-digital brand via FHMonline.com and several mobile programs. FHM is in 30 countries worldwide, with websites, magazines and a TV channel spanning such territories as Australia, China, Croatia, Denmark, Estonia, France, Germany, Hungary, Indonesia, Latvia, Lithuania, Malaysia, Mexico, the Netherlands, Norway, Philippines, Portugal, Romania, Russian, Singapore, Spain, Slovenia, South Africa, Sweden, Taiwan, Thailand, Turkey, the United Kingdom and the United States.

About Gorilla Nation Media, LLC

Gorilla Nation is the world's largest online ad sales rep firm. The company exclusively represents 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 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. 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.

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