

Gorilla Nation NEWS
For Immediate Release



Andrew Macaulay to Lead Gorilla Nation's GNhealth Market Sales

LOS ANGELES, CA – March 27, 2007 – [Gorilla Nation](http://www.gorillanation.com/) (<http://www.gorillanation.com/>)

the world's largest online ad rep firm, announced today that it has tapped Andrew Macaulay as its first New York-based Account Executive to lead advertising sales initiatives for its GNhealth market, the newest of its twenty-five vertical markets providing brand marketers and advertising agencies access to leading "mid-tail" web properties.

Mr. Macaulay brings over 10 years of ad sales experience to Gorilla Nation, most recently as Rx Category Manager at Rodale's Women's Health Magazine, where he established relationships with an impressive range of brand marketers including GlaxoSmithKline, Pfizer, Merck, Schering-Plough, Bayer and Berlex Labs. Prior to Women's Health, he was Consumer Ad Director at SAIL Magazine, and worked for several years at Forbes.

"We entered this very competitive vertical with a lot of forethought," stated Aaron Broder, Gorilla Nation co-founder and CEO. "We wanted to first insure we could exclusively represent a large enough group of sites to have a compelling product offering for our clients. Then, we wanted to make sure we hired the right individual to head up our efforts, and we're delighted to have someone with Andrew's experience and professional connections on board. It's not just the audience reach but the quality of our new GNhealth properties that have us all very excited to get them out there in front of brand advertisers."

eMarketer estimates the pharmaceutical segment of the health market increased its online spending nearly 25% last year to \$780 million as drug marketers shifted dollars from consumer mass marketing to more targeted opportunities on the web.

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.

CONTACT:

Frank Simonelli
frank.simonelli@gorillanation.com
310.449.1890 x 251

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