

FOR IMMEDIATE RELEASE



GNKids to Rep HIT Entertainment's Barney™, Thomas & Friends™, Bob the Builder™ and Rainbow Magic™ Websites in North America and Australia - GN Sales Talent Tapped to Support Rapidly Growing Vertical

LOS ANGELES, CA – August 26, 2008 – Gorilla Nation (www.gorillanation.com), the world's largest online ad rep firm, announced today that it has been selected as the exclusive Canadian and Australian sales rep for selected advertisers for key HIT Entertainment's popular brand websites, including Barney.com (www.barney.com/usa), ThomasAndFriends.com (www.thomasandfriends.com), BobTheBuilder.com (www.bobthebuilder.com), and RainbowMagicOnline.com (www.rainbowmagiconline.com). Gorilla Nation will also represent the U.S. sites for these brands with select advertisers, identifying and developing customized online sponsorship and advertising programs.

"We're delighted to add such trusted and world renowned children's brands to our growing GNKids portfolio," stated Angela S. Cooper, Sr. Director of Business Development. "With all new games, activities and streaming video, these sites reach millions of unique visitors each month."

GNKids has expanded its dedicated sales team to now include JR Hoffman and Hayley Hapeman to support this rapidly growing market and manage this account. Mr. Hoffman and Ms. Hapeman are well-versed in the kids' digital advertising space, having planned and sold online media for companies such as Nintendo, General Mills, Kellogg's, Fox, Sony Home Entertainment, Lionsgate and Warner Brothers Records. Both will report to Kyle Fletcher, VP Sales for GNKids.

About Gorilla Nation Media, LLC

Gorilla Nation (www.gorillanation.com) is the world's largest online ad sales rep firm. The

company exclusively represents the online ad inventory of over 500 leading midtail 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 35 select vertical markets provides advertising clients the ability to build high impact, rich media programs across one or more properties to provide superior audience reach. The company is committed to delivering integrated creative media programs, from concept through execution, and exceptional customer service. Founded in 2001, the company is headquartered in Los Angeles with offices in New York, Chicago, San Francisco, Toronto and London.

About HIT Entertainment

HIT Entertainment, owned by private equity investment group Apax Partners, is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as *Barney*[™], *Bob the Builder*[™], *Thomas & Friends*[™], *Pingu*[™], *Fireman Sam*[™], *Angelina Ballerina*[™] and *Rainbow Magic*[™]. HIT represents Chapman Entertainment's *Fifi and the Flowertots*[™] and *Roary the Racing Car*[™] in North America and Japan, as well as *Wallace & Gromit*[™], *Shaun the Sheep*[™], *Timmy Time*[™] and Aardman Classics from Aardman Animations. HIT also acts as a worldwide representative for The Jim Henson Company's library of classic family brands and as representative for *The Wiggles*[®] in the UK. Launched in 1989, HIT's lines of business span television and video production, content distribution, publishing, consumer products licensing and live events and has operations in the UK, US, Canada, Hong Kong and Japan. HIT is a part-owner of US-based preschool channel, PBS KIDS SproutSM, and international preschool channel JimJam, (outside of the US, UK and China). For more information, visit www.hitentertainment.com.

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