

For Immediate Release



Gorilla Nation to Rep Marvel.com – 60-Year Heritage Brand Engages Elusive Youth Segment With Whopping Page View Numbers

LOS ANGELES, CA – October 24, 2007 – Gorilla Nation (www.gorillanation.com), the world's largest online ad rep firm, announced today that it has been selected to exclusively represent the online ad inventory for Marvel.com (www.marvel.com).

Marvel is one of the world's most prominent character-based entertainment companies. Rooted in the creative success of over sixty years of comic book publishing, Marvel's strategy is to leverage its character franchises in a growing array of opportunities around the world. Marvel has become the #1 choice for advertisers looking to reach the all-important, elusive kid, teen and young adult male target audience. With an incredible 21 million page views per month, the property represents one of the most engaging destinations on the web today. Prime demographics include 64% ages 18-49 with 54% HHI \$60K+.

"Marvel is a tremendously creative brand we were thrilled to sign," stated Brian Fitzgerald, President and co-founder of Gorilla Nation. "The opportunities for creative integration, especially among our huge number entertainment brand advertisers, are unmatched."

"Gorilla Nation's focus on site-specific sales is essential for us to fully merchandise some of the most imaginative content on the web," added John Dokes, Vice President, Online Operations and Marketing at Marvel Entertainment, Inc.

Marvel.com has attracted major brand marketers including New Line Cinema, 20th Century FOX, Paramount Pictures, NBC Universal, Sony Playstation, Sega, Electronic Arts, Schick and the U.S. Air Force.

About Marvel Entertainment, Inc.

With a library of over 5,000 high-profile characters built over more than sixty years of comic book publishing, Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios), publishing (via Marvel Comics) and toys, with emphasis on feature films, home DVD, consumer products, video games, action figures and role-playing toys, television and promotions. Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world. For more information visit www.marvel.com.

About Gorilla Nation Media, LLC

Gorilla Nation is the world's largest online ad sales rep firm. The company exclusively represents the online ad inventory of over 500 leading mid-tail™ 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, Gorilla Nation is headquartered in Los Angeles with offices in New York, Chicago, and Toronto. For more information visit <http://gorillanation.com/>

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