

For Immediate Release

***MixCast Goes Gorilla – Leading Urban Video Network Signs with
Gorilla Nation to Place Ads for Mobile Hip-Hop Market***

Los Angeles, CA -- November 6, 2006 – [Gorilla Nation](http://www.gorillanation.com/) (http://www.gorillanation.com/), the world's largest online ad rep firm, today announced a strategic agreement with [MixCast.tv](http://www.mixcast.tv/) (http://www.mixcast.tv/), a leader presenting hip-hop and urban lifestyle video programming across multiple platforms, including online, IPTV, and cell phones.

“While the urban demographic has proven elusive for advertisers for some time, we now provide media and content that connect and resonate with this market,” stated Gary S. Murray II, founder of MixCast. “It’s lifestyle programming the 18 to 34 year-old urban consumer can relate to in an intimate, authentic manner...and our content is just as mobile as they are.”

Reaching a loyal 80% male audience, MixCast offers a first hand peek into global urban culture through the eyes of the very people defining the trends. The service presents more than half a million videos per month and powers the digital video offerings for some of the most respected brands in the urban market, including The Jewelry Report, its daily celebrity news feed, hosted by syndicated columnist Eben Gregory, a.k.a. “The Jewelry Man”; reality series from major hip-hop artists Yung Joc and Paul Wall; and backstage access at major events such as the ASCAP awards and Miami Springfest.

The company also continues to build a worldwide network of independent affiliates who report on the local trends and culture of every major city, offering brand marketers geo-targeted ad campaigns and integrated sponsorship of promotional events.

Mixcast joins the growing urban vertical market Gorilla Nation is aggressively developing by aggregating selected web publishers. GN now exclusively represents virtually every leading Urban/Hip-Hop site online, with an aggregated reach of over 6.7 million unique users and 43 million page views a month.

Contact: Gary Murray, MixCast, 301.560.0982, gmurray@mixcast.tv or Frank Simonelli, Gorilla Nation, 310.449.1890.