

For Immediate Release



Gorilla Nation Signs 6 African American Sites to GNMulticultural Vertical Market – Reach Now at Nearly 20 Million Uniques with Over 500 Million Page Views

LOS ANGELES, CA – September 9, 2008 – Gorilla Nation (www.gorillanation.com), the world's largest online ad rep firm, today announced that it has been selected to exclusively represent the online ad inventory of six African-American web properties through its GNMulticultural division.

The new sites include: BlackNews.com (www.blacknews.com), the leader in A-A news and information, featuring expert content in economic, political, business, social, and entertainment news; BlackInAmerica.com (www.blackinamerica.com), a premier social network for the socially-conscious designed to stimulate positive ideas, dialogue, and solutions for those who want to shatter negative stereotypes and misconceptions of the Black community; BlackHistory.com (www.blackhistory.com), the first online encyclopedia for Black history, providing relevant content on people, events, and organizations; BlackWomenConnect.com (www.blackwomenconnect.com), an online community of A-A women professionals, entrepreneurs, and business owners who are career-focused and ready to network; BlackStudents.com (www.blackstudents.com), the ultimate resource for A-A college students and high school seniors, offering free access to minority scholarships, internships, and co-op programs; and HireDiversity.com (www.hirediversity.com) (which includes a large Hispanic segment), the leader in connecting human resource professionals with experienced candidates from diverse backgrounds.

“Our newest vertical market offering is growing at a rapid pace,” stated Brad Agens, SVP, Sales for Gorilla Nation. “We can now provide leading brand marketers opportunities to advertise with over 50 multicultural web properties reaching nearly 20 million unique visitors per month with over half a billion page views.”

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.

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