

News Release



Gorilla Nation Taps Yahoo! Vet Matt Stodder for Major Integrations

LOS ANGELES, CA – September 10, 2007 – As millions in online brand ad dollars move from the portals and top 50 sites into the “mid-tail,” so is some top talent.

Gorilla Nation (www.gorillanation.com), the world’s largest online ad rep firm, announced today that Yahoo! (www.yahoo.com) veteran Matt Stodder will be joining the company as VP/Sales Strategy & Operations. He will be responsible for leading integrated sales initiatives to connect brand advertisers with consumers through GN’s global network of mid-tail sites in three ways: developing larger integrated online promotional packages on GN’s larger premier properties, aggregating selected smaller sites to create uniquely targeted media packages, and creating opportunities for international advertisers that provide creative integration across different geographic markets.

Mr. Stodder worked with Yahoo! for over seven years, where, most recently, he served as Director of Ad Solutions for Yahoo! Entertainment (Y! Movies, TV, Games, Music, and Video). He has developed successful, integrated marketing programs for a broad array of major brand advertisers, including Pepsi, Coca Cola, GM, Toyota, Chrysler, MasterCard, Nissan, Verizon Wireless, AT&T, P&G, JCPenney and Target. Prior to this, he headed up publishing at LAUNCH.com, a music site acquired by Yahoo!, and was a former politics editor at LATimes.com.

“Matt is a critical hire in helping us build bigger, more integrated packages for large brand marketers and demonstrating the power and efficiency of buying across the mid-tail,” stated Brian Fitzgerald, President and co-founder of Gorilla Nation. “His extensive experience in building large media and promotional packages will complement and extend our existing sales operations to garner bigger budgets from both existing and new clients.”

“I’m thrilled to join Gorilla Nation at this exciting time as they become a dominant market force in controlling such a huge portion of desirable mid-tail inventory,” added Mr. Stodder. “I’m convinced that well-defined, passionate niche audiences deliver far more value to brand marketers than the generalized reach of portals and large destinations. And with lower costs for creative integration, the mid-tail is where major advertisers will be migrating to achieve a bigger footprint on the web.”

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 30 select vertical markets provides advertising clients the ability to build high impact, 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 programs. Founded in 2001, Gorilla Nation is headquartered in Los Angeles with offices in New York, Chicago, and Toronto.

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