

Gorilla Nation NEWS
For Immediate Release



***Gorilla Nation Signs Exclusive to Rep X17online –
Largest Paparazzi Site to Crack Down on Free Use of Celebrity Images to
Boost Traffic***

LOS ANGELES, CA – November 16, 2006 – [Gorilla Nation](http://www.gorillanation.com)

(<http://www.gorillanation.com/2006/>), the world's largest online ad sales rep firm, announced today the signing of an exclusive agreement to represent **[X17online.com](http://x17online.com)** (<http://x17online.com/>), the largest source of exclusive paparazzi photos and videos of the hottest celebrities. And, in a move designed to increase and protect the site's growing traffic numbers, the company has begun enforcing its new policy of restricting unauthorized use of its prized images. The free ride is over for hundreds of bloggers.

X17online features content from Hollywood's largest celebrity photo agency – with posts throughout the day including images and video produced just hours before. "X17online aims to give fans an almost real-time account of what's going on with the A-list stars in Hollywood," stated VP of X17, Brandy Navarre. "Fans crave fresh content on their favorite celebrities and X17online is the first paparazzi agency to create our own outlet for our own content. In an environment where many celebrity blogs face copyright infringement issues, we're the source of all our own content."

"Celebrity blogs represent one of the hottest new ad markets on the web, and we're thrilled to have signed up the source of much of that content," stated Aaron Broder, Gorilla Nation's CEO. "X17's traffic is about to increase dramatically now that they will no longer be allowing hundreds of other sites free access to their very valuable images, and our advertisers will be the beneficiaries."

Now, fans will have to go directly to X17online.com for photos of Brad Pitt and Angelina Jolie in Mumbai with their children, video of Lindsay Lohan getting a new tattoo or video of Orlando Bloom and Kirsten Dunst flirting at a club shot at 2 a.m. X17 has snagged

such exclusives as video and photos of Paris Hilton's arrest for DUI, the first pictures of Lindsay Lohan making out with her new boyfriend Harry Morton, and the first pictures of Britney Spears after the birth of her second child. The site was the brainchild of Francois Navarre, owner of X17, who envisions the destination as a way to bring images direct to consumers, before they would normally see them on evening TV or the following week's magazines. Navarre was named one of the top 100 Most Important People in Photography by American Photo magazine last year.

Celebrity blogs have broken through to become the next big marketing platform. AOL recognized this trend with the launch of TMZ.com, and Gorilla Nation now represents the majority of leading celeb blogs including PinkIsTheNewBlog, The Superficial, Jossip, Egotastic and Socialite's Life. For brand marketers, celebrity blogs are an effective way to reach a hip, trendsetting audience, especially the difficult to reach online 18-34 female segment. And, as they grow in popularity, these properties should soon expand to other demographics as well.

Past Gorilla blog advertisers include Ford, Sprite, T-Mobile, Bravo, Max Factor, P&G and 20th Century Fox.

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