

For Immediate Release



Gorilla Nation to Exclusively Rep Gawker Media in Canada - 12 Pop Culture Sites Deliver Key Vertical Markets from Geek to Chic

LOS ANGELES, CA – June 17, 2008 – 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 Gawker Media (www.gawker.com/advertising) throughout Canada.

Gawker publishes 12 of some of the web's most popular media gossip and pop culture sites, including the eponymous Gawker, Defamer (Hollywood lifestyle/entertainment), Jezebel (celebrity, sex and fashion gossip), Gizmodo (gadgets), Lifehacker (software and productivity), Jalopnik (car enthusiasts), Kotaku (gaming) and Valleywag (Silicon Valley gossip). With a readership in excess of 25 million unique visitors per month, Gawker sites marry all-star editorial mastheads with the efficiency and powerful voice of the blog format. These passionate, highly engaged readerships are young, educated, affluent and cosmopolitan.

"Gawker's diversified site portfolio offers our Canadian sales team a wide range of marketable content, stated Jason Holland, Director of International Business Development for Gorilla Nation. "GN's deeply rooted presence within the Canadian media buying community will quickly enable advertisers to take advantage of this platform to target multiple consumer bases with display ads and 'beyond the banner' creative integrations."

"Gawker had success with Gorilla Nation in the U.S. years ago when we were just starting out, so we're very excited to be working together again in Canada this time," added Christopher Batty, SVP Sales for Gawker Media. "Our entertainment brands are a great match with their expertise, and, like very few others in the market, they understand the power and efficiency of integrated promotions in content niches."

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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