

For Immediate Release



Gorilla Nation to Exclusively Rep Ad Inventory for Hallmark.com – Global Brand to Take Expertise in Engagement to Next Level

LOS ANGELES, CA – August 11, 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 Hallmark.com (www.hallmark.com), as a key addition to its female lifestyle vertical market offering. Hallmark has traditionally sold only cross media marketing programs, offering online components to augment offline sales efforts in the print world, but will now utilize GN to focus directly on site-specific ad sales.

The 63% Female user base spends an average of 7 minutes per visit, and the site delivers 3.4 million unique visitors with 53 million page views per month (comScore, June 2008).

Hallmark.com offers several ways to help people connect with one another. The company is widely known for its extensive selection of E-Cards, which now include premium E-cards that feature songs by original artists, fun movie clips, and optional gift certificates. Hallmark.com now also sells Hallmark greeting cards online where consumers can make the perfect card by customizing with a song, a personal message, or a favorite photo. The company has also made the process of sending greeting cards even easier as they can address, stamp and mail the cards directly to the recipient or to one's own home where one can add a hand-written note or hand deliver.

"Hallmark represents the type of quality consumer brand we seek to represent," stated Angela S. Cooper, Gorilla Nation Sr. Director of Business Development. "Hallmark is synonymous with human connection, and it will be exciting to leverage that expertise to create powerful online engagement strategies with consumers. The destination delivers a quality-oriented audience highly engaged with a globally recognized brand, and this experience can result in meaningful brand equity and consumer loyalty transfer for our advertisers."

“Our partnership with Gorilla Nation is one we are confident will result in successful representation of the Hallmark website and its innovative products,” noted Lindsey Roy, Senior Product Manager at Hallmark. “We are looking forward to welcoming advertisers to connect with our brand and millions of Hallmark consumers.”

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.

About Hallmark Cards, Inc.

Kansas City-based Hallmark has been helping people communicate, celebrate and connect for nearly 100 years. Hallmark greeting cards and other products can be found in more than 43,000 places in the U.S. alone, with the network of Hallmark Gold Crown® stores providing the very best selection. The Hallmark brand also reaches consumers online at Hallmark.com, on newsstands through Hallmark Magazine, and on television through Hallmark Hall of Fame original movies and the top-rated Hallmark Channel. In addition, Hallmark publishes products in more than 30 languages and distributes them in 100 countries across the globe. The company's Crayola subsidiary provides fun and imaginative ways for children to colorfully express themselves. In 2007, privately held Hallmark reported consolidated net revenues of \$4.4 billion. Charitable giving of \$16 million a year focuses on the well-being of children and families, vibrant arts and cultural experiences, and basic services for people in need in the communities where Hallmark operates. For more information about the company, visit <http://corporate.hallmark.com>.

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