

**For Immediate Release**



***Gorilla Nation Appoints Bill Foltz to New CFO Position – Private Equity Pro to Help Manage Explosive Growth***

LOS ANGELES – February 11, 2008 - Gorilla Nation ([www.gorillanation.com](http://www.gorillanation.com)), the world's largest online ad rep firm, announced today that Bill Foltz has been named CFO. Foltz is an experienced senior executive with a strong background in growing and operating companies with expertise in M&A, corporate finance, fundraising and private equity.

Prior to joining Gorilla Nation, Foltz was a Partner and Managing Principal at Sports Business Ventures, an early stage venture capital fund and advisory firm focusing on sports and sports-related investments. Prior to this, Bill was SVP/CFO of Roll International, where he oversaw a \$1 billion portfolio of seven wholly owned companies in consumer products, service and wholesale products, food processing and beverages including such iconic consumer brands as Teleflora, PomWonderful Pomegranate Juice, and Fiji Water, whose acquisition he led.

Foltz has also held the CFO position with Platinum Equity Capital Partners, one of the fastest growing private equity firms in the nation. In addition to serving on the firm's management committee that had primary responsibility for the performance of the entire portfolio, he also managed the company's initial private equity fundraising of \$700 million. Earlier, he served as CFO of the Los Angeles Dodgers professional baseball club where he spent 10 years as a key member of the management team. He was a manager for the public accounting firm of Ernst & Young and is a CPA.

Gorilla Nation's explosive growth in the internet advertising space is reflected in the company's doubling in size over the past year, aggregating of several new vertical market offerings for advertisers, signing of over a dozen new big brand name publishers, developing new ad technology products for both publishers and advertisers, and opening new offices in the U.S. and abroad. Following an initial capital investment of \$50 mil. last summer, the company has also embarked on an aggressive program of hiring some of the best talent in the industry to insure growth is managed properly. The company has been recognized with virtually every business achievement award, has appeared in most every trade and business media outlet, and is in demand as a featured speaker at industry and investment conferences.

"Bill's phenomenal track record in private equity and as a CFO at many large privately held companies fits perfectly into both our short and long term plans," stated Aaron Broder, Gorilla Nation's CEO. "With so many operating divisions and continued international expansion, we really needed someone senior with the experience to manage such growth."

## About Gorilla Nation Media, LLC

Gorilla Nation ([www.gorillanation.com](http://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 1000 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 deliver superior audience reach. The company is committed to delivering exceptional customer service, optimization and execution of integrated creative campaigns. Founded in 2001, Gorilla Nation is headquartered in Los Angeles with offices in New York, Chicago, and Toronto and opening soon in London and Sydney.

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