

For Immediate Release



Gorilla Nation to Rep Horseland – Online Community of Teen Girls Supported by CBS TV Series

LOS ANGELES, CA – May 27, 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 Horseland.com (www.horseland.com), a multiplayer game and community set in a virtual world targeting girls ages 8-18.

Horseland is a robust social network where users can design, raise, show and share their horses with an enthusiastic, engaged community. The site attracts several hundred thousand users each month who spend an average of 16 minutes with an average of 60 pageviews per visit. Besides the primary audience of young girls, their siblings, parents and grandparents are often involved in the experience. These adults tend to be well educated and wealthy, willing to spend money on their daughter's expensive hobbies.

"Horseland is the ideal addition to the GNKids portfolio." stated Angela S. Cooper, Sr. Director of Business Development. "It's a prestigious destination that allows GN to tap into the elusive teen/tween girls audience and reach a highly desirable set of consumers and influencers."

The GNKids offering currently includes such major properties as Kidzworld (www.kidzworld.com), MarvelKids (www.marvelkids.com), StarWarsKids (www.starwarskids.com), Millsberry (www.millsberry.com) and Mattel's Barbie.com (www.barbie.com) and PollyPocket (www.pollypocket.com) brands.

"Horseland" is also a national broadcast TV program which airs on CBS as a part of its Saturday morning KEWLopolis line-up. As a cross media brand, Horseland enjoys strong awareness among its targets and represents a credible environment for marketing messages.

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 and Toronto.

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