

**For Immediate release**



## ***Gorilla Nation Names JP Kemp as UK Sales Director – Ex-Freewebs Exec to Open London Office of World’s Largest Online Rep Firm***

**LOS ANGELES, CA – May 15, 2008** – Gorilla Nation ([www.gorillanation.com](http://www.gorillanation.com)), the world’s largest online ad rep firm, announced today that it has appointed JP Kemp as UK Sales Director of their new London office.

Kemp was formerly Head of UK Sales at Freewebs where he was charged with launching the property in the UK, and was among the first to sell branded widget solutions to marketers including Universal Pictures, O2, and the Energy Saving Trust. Prior to this, he held the position of Head of Agency Sales at Handbag Publishing Group (now Hearst Digital) where he managed an agency sales team across Handbag.com, GetLippy.com, and AllAboutYou.com helping some of the world’s largest fashion, beauty and female-focused brands engage with women online.

“I’m delighted to be leading Gorilla Nation’s sales efforts in the UK,” Kemp stated. “I’ve always been passionate about delivering innovative brand solutions for my clients, and I’m convinced Gorilla Nation offers something unique to UK advertisers. We already have decent scale in the UK across an array of verticals, and the company is committed to aggressively expanding the portfolio, so there are exciting times ahead.”

Gorilla Nation now operates offices in Los Angeles, New York, Chicago, Toronto, and, opening just last month, San Francisco. The London office initiative leverages current market conditions that suggest online users and advertisers shifting interest from larger to midsize web properties, the company’s area of expertise. Other international offices scheduled to open include Sydney later this year.

“After an exhaustive search, we’re thrilled to have JP join us and lead our entry into the UK,” stated Brian Fitzgerald, Gorilla Nation President. “JP is extremely well-connected throughout both the agency and web publisher industries, and we look forward to building a world class resource under his direction.”

### **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 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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