

**For Immediate Release**



## ***Gorilla Nation to Redesign PinkIsTheNewBlog Celebrity Gossip Site - Relaunch at Hollywood Event June 11***

**LOS ANGELES, CA – June 5, 2008** – Gorilla Nation ([www.gorillanation.com](http://www.gorillanation.com)), the world's largest online ad rep firm, today announced that it has been awarded a major redesign project for PinkIsTheNewBlog ([www.pinkisthenewblog.com](http://www.pinkisthenewblog.com)), a leading celebrity gossip site, in anticipation of a glitzy relaunch event in Hollywood on June 11, with the redesign to go live at midnight, June 12.

GN has exclusively repped the online ad inventory for Trent Vanegas' popular blog for the past year and a half, and dozens of display advertisers have taken advantage of unique opportunities for creative integration to engage the site's enthusiastic user base. NESTEA® and Nikon USA have signed on as major sponsors for redesign and relaunch activities, which include a contest for fans to win trips to the Hollywood party. The event will be produced by Filmbomb Productions/Jordan Rothstein, with PR by Entertainment Fusion Group.

The redesign will render the site more user and advertiser friendly, and includes a revised layout for easier navigation, improved look and feel, faster load times, and a new logo. The site will also feature many of the elements in GN's recently announced Midtail Toolbox™, a suite of creative integration tactics specifically designed for midsize web properties.

### **About Gorilla Nation Media, LLC**

Gorilla Nation 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, Gorilla Nation is headquartered in Los Angeles with offices in New York, Chicago and Toronto.

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