

For Immediate Release



Gorilla Nation Signs 4 Leading African-American Web Properties to GNMulticultural Vertical

LOS ANGELES, CA – August 5, 2008 – Gorilla Nation (www.gorillanation.com), the world's largest online ad rep firm, today announced that it has been selected to exclusively represent to selected advertisers the online ad inventory of four African-American web properties, including BlackPeopleMeet.com (www.blackpeoplemeet.com), the #1 website for black singles, through its GNMulticultural division.

BlackPeopleMeet.com and BlackChristianPeopleMeet.com are from People Media (www.peoplemedia.com), a leader in vertical dating communities, operating more than 20 vertically focused online communities primarily devoted to dating. BlackPeopleMeet.com (www.blackpeoplemeet.com) is the largest individual dating site reaching AAs online with nearly 1 million unique visitors per month and 287 million page views. The other People Media site, BlackChristianPeopleMeet.com (www.blackchristianpeoplemeet.com), is one of the largest dating sites for AA Christians. Both properties will provide GNMulticultural with the unique opportunity to offer strong reach to a concentrated African-American audience.

Also signed were BlackWebPortal.com (www.blackwebportal.com), a destination providing affluent AAs with abundant information and resources surrounding the black community, and Rap-Up.com (www.rap-up.com), an urban blog featuring the hottest hip-hop and R&B news, new music and videos, seven days a week. Rap-Up offers users the opportunity to watch behind-the-scenes footage from Rap-Up shoots, red carpet coverage, and exclusive one-on-one interviews on Rap-Up TV. The site is also home to Rap-Up, the national glossy print magazine with a targeted circulation of 90,000.

“The addition of these new AA properties now brings our GNMulticultural vertical to an estimated 16 million unique visitors per month – roughly 13 million AA uniques and 3 million Hispanic uniques,” stated Angela S. Cooper, Sr. Director of Business Development for Gorilla Nation. “This growth will enable our clients to target specific demographics, psychographics and audiences, ranging from dating, to blogs, to video and urban content through customized integrations and scalable sponsorships.”

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.

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