

For Immediate Release



Gorilla Nation Launches GNkids Vertical Market Anchored by Millsberry, Kidzworld & Top Sales Talent

LOS ANGELES, CA – October 26, 2007 – Gorilla Nation (www.gorillanation.com), the world's largest online ad rep firm, today launched GNkids, its newest vertical market aggregation of several large web properties reaching boys and girls ages 6-14, to be headed up by youth marketing pro Kyle Fletcher as VP/Ad Sales.

GNkids will be anchored by two of the most popular kids' brands on the web: Millsberry.com (<http://millsberry.com/>) and Kidzworld.com (<http://kidzworld.com/>). Millsberry is an online community and virtual world where kids create their own buddy to participate in playing, reading, shopping and other activities. The site delivers over 3 million unique visitors per month, and is #2 in time spent per session among kid sites, representing some of the highest levels of engagement on the web. With a Comp Index of 197 for kids, Millsberry exceeds other top kids' sites including Nickelodeon, Disney, and AOL Kids.

Kidzworld, established in 1999, is the leading safe, secure, content-driven knowledge and entertainment social network for kids 9-14 leveraging state-of-the-art technology that allows users to express themselves through personal profiles, bulletin boards, chatrooms and the creation of original content. With an emphasis on user safety and security, all interaction among users is monitored by experienced staff. With over 1.8 million unique visitors per month, Kidzworld empowers and engages kids worldwide by providing a responsible platform where they can play, discover, create and interact.

Kyle Fletcher joins Gorilla Nation having spent the last 6 years with Kidzworld Media, beginning his career there in a junior business development position and ending as VP of Sales. Prior to this, he worked for several years in web site development on a variety of properties.

“While Gorilla has always enjoyed success in the kids market, we’re excited to now have Kyle focus our expertise and sales efforts in this industry,” stated Aaron Broder, co-founder and CEO of Gorilla Nation. “And with our recent signings and direct publisher relationships with Millsberry and Kidzworld - which both feature virtual communities - the opportunities for our brand advertisers to go beyond the banner with site-specific creative integration programs are simply enormous.”

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 mid-tail™ 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.

CONTACT

Frank Simonelli
SVP/Marketing & Corporate Communications
frank.simonelli@gorillanation.com
310.449.1890 x251

#