

For Immediate Release

Gorilla Nation to Represent The Huffington Post in Select Advertising Sales Markets

LOS ANGELES, CA – May 1, 2007 – Gorilla Nation (www.gorillanation.com), the world's largest ad rep firm, announced today that it has signed a representation agreement with The Huffington Post (www.huffingtonpost.com). Gorilla Nation will assume exclusive advertising sales duties in the state of Texas, Southern California, the city of Detroit, all of Canada and the United Kingdom, as well as development of certain national entertainment and automotive advertisers. The Gorilla Nation relationship is a strategic complement to The Huffington Post's direct sales efforts.

The Huffington Post, launched by Arianna Huffington and Kenneth Lerer in May, 2005, has evolved into a leading online news and opinion source reaching over 3 million unique visitors per month. Updated 24/7, the site now harnesses the collective intelligence of journalists, top-tier bloggers and an engaged interactive community to present news with a voice to a loyal, well-educated and affluent audience.

"This will be more of a nuanced sale to a select group of leading advertisers who appreciate the value of this highly educated, influential audience," stated Brian Fitzgerald, co-founder and President of Gorilla Nation. "We're looking forward to presenting The Huffington Post in a new way that underscores both the quantity and quality of their audience and the unique opportunities this environment presents for contextual integration."

"The Huffington Post is building a powerful advertising and sponsorship platform for marketers," added James Smith, Chief Revenue Officer. "We are positioned squarely at the intersection of news, politics and entertainment, and are continuing to broaden our coverage, grow The Huffington Post audience and provide innovative opportunities for marketers to connect with our highly desirable group of consumers. We're happy to be

working with the pros at Gorilla Nation who have a reputation for representing strong independent brands.”

About Gorilla Nation Media, LLC

Gorilla Nation is the world’s largest online ad sales rep firm. The company exclusively represents over 500 leading 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 select vertical markets provides advertising clients the ability to build high impact, integrated, rich media programs across one or more properties to deliver superior audience reach. The company is committed to delivering exceptional customer service, optimization and execution of creative media and promotional programs. Founded in 2001, Gorilla Nation is headquartered in Los Angeles with offices in New York, Chicago, and Toronto.

About The Huffington Post

The Huffington Post has become, according to The New York Times, "a well-known, oft-cited news media brand in the blink of an eye." The Web site has over 3 million unique users and over 70 million page views. Later this spring, the site will expand its original political reporting. Also, in conjunction with newassignment.net, The Huffington Post will be adding an entirely new dimension to coverage of the 2008 presidential campaign, deploying hundreds of volunteers to report and blog on the race and add their unique perspectives on American politics. The Huffington Post continues to provide breaking news and opinion from more than 900 contributors from the worlds of politics, entertainment and media.

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