

**For Immediate Release**



### ***Playboy Taps Gorilla Nation to Rep Online Ad Inventory***

**LOS ANGELES, CA -- June 18, 2007** - Gorilla Nation ([www.gorillanation.com](http://www.gorillanation.com)), the world's largest online ad rep firm, announced today that it has signed a representation agreement with Playboy Online (<http://www.playboy.com/>), the premier online destination for men. GN will assist Playboy Online in extending advertising sales coverage for its network of sites, including Playboy.com, TheArticles.com and PlayboyU.com, and securing business from both existing and new advertiser accounts. Additionally, GN will focus exclusively on the travel, pharmaceutical, financial and insurance categories.

Playboy Online reaches more than 6.4 million unique visitors per month with 68 million page views, and has attracted such major national brand advertisers as Unilever, Amp'd Mobile, Fox Home Video, Kawasaki and Jack Daniels. Playboy Online will become a key component in GN's male lifestyle vertical market offering of more than 20 million unique male visitors per month.

"Playboy is the latest in a series of fantastic brands we've recently signed," stated Gorilla Nation President Brian Fitzgerald. "It will become the anchor brand of our aggregated men's lifestyle vertical, and presents valuable opportunities for creative integration. We're also excited to represent TheArticles.com and PlayboyU.com, both of which are critical for the growth of the Playboy Online franchise."

"Playboy Online has been a leader in online marketing to men for more than a decade, and features compelling extensions of the magazine, along with cutting-edge original content," said Playboy's Vice President and Publisher Lou Mohn. "We're excited to partner with Gorilla Nation, a proven expert in the digital marketing arena, to introduce new advertisers to the site."

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### **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 Playboy Enterprises, Inc.**

Playboy Enterprises is a brand-driven, international multimedia entertainment company that publishes editions of *Playboy* magazine around the world; operates television networks and distributes programming globally; owns *Playboy.com*, a leading men's lifestyle and entertainment web site; and licenses the Playboy trademark internationally for a range of consumer products and services.

### **CONTACT**

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