

***For Immediate Release***



## **TeenCrunch Launches Collection of Teen Sites with Online Marketing Tools to Better Enable Brand Advertisers**

**LOS ANGELES, CA – April 11, 2007** – TeenCrunch ([www.teencrunch.com](http://www.teencrunch.com)), an exciting new platform for brand marketers to create interactive media programs to reach teens online, today announced the launch of a uniquely interactive collection of teen sites focused on creating and sharing web content.

Representing a new marketing paradigm, TeenCrunch is a multi-content platform which derives its name from the relatively recent online vernacular term “crunch,” which refers to the personalizing and subsequent sharing of online content – two of the hottest internet activities among teen users.

The launch collection includes TeenHollywood ([www.teenhollywood.com](http://www.teenhollywood.com)), the largest online network of teen celebrity news, official celebrity sites and fan sites; Iconator ([www.iconator.com](http://www.iconator.com)), the largest and most vibrant IM buddy icon, mobile wallpaper and personal profile page avatar community on the web; mp3Masher ([www.mp3masher.com](http://www.mp3masher.com)), a web-based mp3 audio file storage facility and fully functional audio mixing tool enabling users to mash together licensed tracks from major record labels with their own, and includes LyricsSpot ([www.lyricsspot.com](http://www.lyricsspot.com)), home of over a million popular song lyrics; DollWizard ([www.dollwizard.com](http://www.dollwizard.com)), the largest community of customizable avatar/doll creators on the web; and FVX ([www.fvx.com](http://www.fvx.com)), a network of MySpace and other social network layout generators, personalization tools and widget drops, often referred to as “pimp” sites. Teens flock to all these properties to obtain ideas and the tools to express their identities at a time when self-expression and individuation are chief psychosocial concerns.

By aggregating TeenHollywood, Iconator, DollWizard, LyricsSpot and FVX alone, TeenCrunch boasts over 3 million unique visitors per month (February, 2007 comScore Media Metrics), representing one of today’s largest online teen networks, already surpassing the total traffic of Seventeen.com, CosmoGirl.com, Piczo.com, TagWorld.com and all eCrush.com sites combined.

“The search is over for brand advertisers looking for a way to meaningfully interact with teens,” stated Jay Westlin, Vice President of Business Development & Marketing for TeenCrunch. “Now, with a single point of distribution, marketers can utilize an ecosystem of popular widgets to virally become part of the fabric of online teen activity.”

The collection of sites will be exclusively represented to the advertising agency and brand marketing communities by Gorilla Nation, the world’s largest online ad rep firm. “We’ve long represented trusted leaders like TeenHollywood and Iconator,” added Brad Agens, Vice President of National Sales for GN. “It’s exciting to now have those sites integrated into the TeenCrunch community not only to increase reach, but to actually penetrate the online teen experience with new forms of high impact, non-interruptive, engaging creative integrations.”

Examples of non-interruptive creative integrations include product placements; custom editorial coverage of teen films, music, games, and consumer products; promotional homepage and navbar reskins; original icon/graphics contests; creation of individual promotional microsites; branded audio for ringtones, enhanced personal profiles and custom iPod tunes.

TeenCrunch is perfectly positioned to capitalize on recent teen usage trends. According to the Pew Internet & American Life Project, nearly 60% of all teens create online content and 33% share it with others. Instant Messaging is the #1 online teen activity (comScore Media Metrix '06), and 55% of teen IM users employ some type of personalization tool (AOL IM Survey).

**CONTACT:**

Frank Simonelli  
frank.simonelli@gorillanation.com  
310.449.1890 x 251

# # #