

For Immediate Release

Gorilla Nation to Rep Ad Inventory for StarWars.com – Global Entertainment Brand Relevant Across Multiple Vertical Markets

LOS ANGELES, CA – February 14, 2008 – Gorilla Nation (www.gorillanation.com), the world's largest online ad rep firm, announced today that it has been selected to exclusively represent online ad inventory for Lucasfilm's StarWars.com (www.starwars.com), one of the most recognizable entertainment brands in the world.

Spanning across four decades of film history, StarWars.com offers unique content and insight for sci-fi enthusiasts, film-lovers, kids, and gamers and represents an attractive target for the global media buying community.

Gorilla Nation was awarded the business based on its strengths in the Male 18-24 and Kids target demographic segments and expertise in the Entertainment, Film, Sci-fi, and Gaming vertical markets. GN's large sales team and growing international coverage were also key considerations.

Additionally, GN is tasked with selling StarWarsKids.com (www.starwarskids.com), with its active and engaged kids' community, through its GNkids specialty market sales force. "StarWarsKids is a great addition to our fast growing GNkids division, pushing our unique reach among kids' properties to well over 10 million users each month, according to comScore Media Metrix," stated Kyle Fletcher, VP GNkids.

"We're looking forward to working with Gorilla Nation to deliver big, national brand advertisers and opportunities for creative integration," stated Lisa Sullivan-Cross, Director of Online Revenue for StarWars.com. "Their site-specific style of selling is essential in leveraging our online brand to maximize revenues."

"Star Wars epitomizes the type of online consumer brand we seek to represent," added Brian Fitzgerald, Gorilla Nation President. "The property delivers a highly engaged user base in a quality creative context which equates to a powerful advertising platform for brand marketers. Too often, marketers seek to buy properties strictly in context with their target audience behaviors, when, in fact, globally recognized brands like Star Wars

offer so much more in terms of targeting broader demos. While we anticipate leveraging the Star Wars brand online for the benefit of marketing partners like film studios, game publishers and others targeting fantasy and genre entertainment, we hope that broader lifestyle marketers, like Coke, Verizon, and Nike, see this as a great platform to connect themselves to a similar brand with global penetration and consumer loyalty. The end result can be significant and enduring brand equity and loyalty transfer.”

Past StarWars.com brand advertisers have included Sony, A&E, Fox and Nintendo.

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 and Toronto.

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