

For Immediate Release



Gorilla Nation Tapped as Exclusive North American Digital Sales Rep of WWE

LOS ANGELES - August 24, 2009 - Gorilla Nation, a digital brand sales company, announced today that it has been hired as the exclusive North American digital sales representatives to support World Wrestling Entertainment, Inc., an integrated, global entertainment company specializing in the creation and distribution of original content across multiple media platforms. Gorilla Nation will augment WWE's integrated media sales and sponsorship team and represent the company's branded online advertisement inventory for WWE.com and WWEKids.com

The announcement follows World Wrestling Entertainment's decision to form the sponsorship sales arm of WWE, which provides brands the ability to reach more than 70 million fans per month through a variety of touch points. Gorilla Nation will expand WWE's sales coverage of the digital advertising community throughout the US and Canada and assist the company in offering fully integrated promotions to the growing number of marketers looking to connect their brands with the WWE audience.

"WWE is principally focused on direct to client sales and sponsorships. We look forward to working with Gorilla Nation to help round out our sales initiatives," said Brian Kalinowski, Executive Vice President, Digital Media World Wrestling Entertainment.

The agreement between the parties will allow Gorilla Nation to leverage its relationships in the online advertising industry to promote and sell advertisements for World Wrestling Entertainment, Inc's premium online content offerings on WWE.com and WWEKids.com.

"We are excited for the opportunity to work with the WWE," said Gorilla Nation President Brian Fitzgerald. "The WWE is an iconic brand with tremendous online reach and ownership over a powerful male-lifestyle, affinity audience. It also provides us a publishing partner with leading offline assets that can enhance our customers advertising platforms. We look forward to working with the WWE to build momentum for their web properties within the digital ad community and contribute to the success of its overall sponsorship sales efforts."

Through Gorilla Nation's nearly ten years of experience in digital advertisement sales, the company has become a leader in providing integrated online advertising opportunities that enable brand marketers to maximize their reach while effectively engaging their target audience. For advertising inquiries on WWE.com or WWEKids.com please contact Brad Agens, Senior Vice President Advertising Sales, Gorilla Nation at 310-449-1890 x224.

About Gorilla Nation:

Gorilla Nation 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 30 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, San Francisco, Scottsdale, United Kingdom, Australia, and Toronto.