



Quick Hits: Evolve Acquires PlayStationLifeStyle

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ADOTAS - [Evolve Media Corp.](#) has purchased [PlayStationLifeStyle](#), a site for video game enthusiasts aimed specifically at those using Sony PlayStations. PlayStationLifeStyle, which reaches around 170,000 monthly uniques, will become a part of Evolve's gamer destination, [GameRevolution](#), which reaches 4.5 million monthly uniques in the U.S. PlayStationLifeStyle founder Anthony Severino takes over as GameRevolution managing editor while Evolve's vertically-focused sales force Gorilla Nation takes over ad initiatives.

<http://www.adotas.com/2011/02/quick-hits-evolve-acquires-playstationlifestyle/>