

Cynopsis: Kids!

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Youthology, Gorilla Nation's youth-targeted digital marketing arm, acquires teen-aimed entertainment and social network site **TeenSpot.com** (www.teenspot.com) from its two owners/founders, who will continue to take an active role on the site. The terms of the deal were not released. The site features the Spotlight blog where teens discuss a range of issues. TeenSpot has 4+ million registered users. Youthology will head all sales for TeenSpot by creating custom integrated marketing programs for marketers that incorporate mobile, video, social media and display products. Terms of the deal were not disclosed.