

Cynopsis: Kids!

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Gorilla Nation Media, a division of Evolve Media, launches **Youthology**, a new kid/tween/teen-centric vertical media services business. Youthology will specifically assist advertisers in reaching and connecting with the youth market. SodaHead (www.sodahead.com) has tapped Youthology to exclusively represent its online advertising inventor. Other recent clients signing on with Youthology include Hit Entertainment for its properties.