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News From the Advertising Industry

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Evolve Media Corporation, Los Angeles, which operates digital companies like AtomicOnline, Gorilla Nation and Springboard Studios, acquired LiveOutdoors.com from a group of investors in Salt Lake City. Financial terms were not disclosed. Evolve is starting a unit, LiveOutdoors Media, that will be led by Paul Hanges, managing director, who had been senior manager for business relations at Evolve. Gorilla Nation will handle ad sales for LiveOutdoors Media.