

**For Immediate Release**



## ***Gorilla Nation Canada Adds 5 to Growing Toronto Staff***

**LOS ANGELES – September 22, 2008** –Gorilla Nation ([www.gorillanation.com](http://www.gorillanation.com)), the world's largest online rep firm, today announced several new hires in its Toronto office.

Joining the company are two new Account Executives: Carrie McKenna and Grant le Riche. Ms. McKenna brings over five years of digital media sales and product development experience with previous roles as National Account Manager at St. Joseph Media and Standard Interactive. Mr. le Riche brings over three years of online sales & marketing experience from leading sales and business development initiatives at Suite 66.

Also joining Gorilla Nation's Toronto office are three new online Media planners: Chris Lombardi as Sr. Media Planner, formerly of Starcom IP; Aisha Garcia-Curry as Media Planner, formerly of ACLC; and Michael Nerona as Associate Media Planner, from the advertising program at Seneca College.

"We're excited to have such experienced professionals come aboard at this important time in our growth," stated Walder Amaya, VP of Operations for GN Canada. "We look forward further to expanding our footprint in the Canadian market and developing deeper relationships with our existing clients."

### **About Gorilla Nation Media, LLC**

Gorilla Nation is the largest online rep firm in the world. The company exclusively represents the online ad inventory for over 500 leading 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 aggregate fragmented internet audience segments and build integrated, rich media programs across one or more properties to deliver superior audience reach. The company is committed to delivering exceptional customer service, optimization and execution of creative media and promotional

programs. Founded in 2001, Gorilla Nation is headquartered in Los Angeles with offices in New York, Chicago, San Francisco, Toronto and London.

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