

**For Immediate Release**

## ***Gorilla Nation Signs 5 African American and Hispanic Sites to GNMulticultural Vertical Market***

**LOS ANGELES, CA – July 21, 2007** – Gorilla Nation ([www.gorillanation.com](http://www.gorillanation.com)), the world's largest online ad rep firm, today announced that it has been selected to exclusively represent the online ad inventory of three African-American and two Hispanic web properties through its GNMulticultural division.

Included in the AA segment is TheUrbanBlogger.com ([www.theurbanblogger.com](http://www.theurbanblogger.com)), a social network created for the up and coming urban community which features an active and influential growing membership; SandraRose.com ([www.sandrarose.com](http://www.sandrarose.com)), an AA-focused celebrity blog with the latest news and exclusive photos; and NecoleBitchie.com ([www.necolebitchie.com](http://www.necolebitchie.com)), another AA celebrity blog featuring hot gossip and urban entertainment.

The two new Hispanic properties include Canal Internet ([www.canalinternet.com](http://www.canalinternet.com)), a major Spanish language destination providing over one half million unique visitors per month with about two million video streams of high quality video content in a wide variety of lifestyle segments, and LatinGossip.com ([www.latingossip.com](http://www.latingossip.com)), another leading Spanish-language site featuring a celebrity blog highlighting Latin performers and personalities.

A Yankelovich 2007/2008 MONITOR Multicultural Marketing Study, conducted in partnership with Burrell Communications, indicates that AAs and Hispanics are "almost twice as likely to enjoy looking at or listening to advertising than their peers." But only 25% of those consumers feel today's marketing is both personally and culturally relevant to their lives.

"Our GNMulticultural vertical market now comprises 30 properties with an aggregate reach of 18 million unique visitors," stated Brad Agens, SVP, Sales for Gorilla Nation. "Our direct relationships with these new web publisher partners will enable GN brand

advertisers plenty of opportunities to engage these audiences with relevant 'beyond the banner' creative integrations."

**About Gorilla Nation Media, LLC**

Gorilla Nation ([www.gorillanation.com](http://www.gorillanation.com)) is the world's largest online ad sales rep firm. The company exclusively represents the online ad inventory of over 500 leading midtail 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 35 select vertical markets provides advertising clients the ability to build high impact, rich media programs across one or more properties to provide superior audience reach. The company is committed to delivering integrated creative media programs, from concept through execution, and exceptional customer service. Founded in 2001, the company is headquartered in Los Angeles with offices in New York, Chicago, San Francisco, Toronto and London.

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