

For Immediate Release



Gorilla Nation to Rep CrushSpot African-American Dating Site Through GNMulticultural Vertical – Sales Talent Added to Support Growing Advertiser Demand

LOS ANGELES, CA – July 14, 2008 – Gorilla Nation (www.gorillanation.com), the world's largest online ad rep firm, announced today that it has been selected to exclusively represent the online ad inventory for Crushspot.com (www.crushspot.com), the leading African-American dating site, which will become part of the GNMulticultural aggregated vertical market.

CrushSpot delivers nearly a million unique visitors per month with users heavily engaged for over 30 minutes per day with 60 million page views. The audience is so loyal and committed that Hitwise recently ranked the site #2 in engagement metrics. The community is 95% African-American and 69% female with users displaying relatively high levels of income and education.

“CrushSpot will significantly enhance our rapidly growing GNMulticultural vertical market offerings,” stated Aaron Broder, Gorilla Nation CEO. “It’s exactly the kind of property we like to represent - the leading destination in its particular niche delivering a very focused demographic of loyal, passionate, highly engaged users.”

GN also announced the addition of Susan Morgan as Midwest Account Executive, based in Chicago, reporting to Rudy Tabasa, Director of Sales, based in San Francisco. Prior to joining GN Multicultural, Morgan spent 4 years in media services at Burrell Communication Group in Chicago where she serviced the McDonalds and Toyota businesses.

GN will continue to aggressively target and sign premium web properties that cater to multicultural audiences to augment its existing offering of African-American sites such as Mocha City (www.mochacity.com) and Bossip (www.bossip.com); and Latino sites such as Lossip

(www.lossip.com), LaMusica (www.lamusica.com) and VivirLatino (www.vivirlatino.com). A dedicated team of sales specialists who understand the unique needs of this audience will be leveraging GN's successes with many other specialized vertical markets, such as GNKids. They will be out in the field presenting quality multicultural niche sites with loyal and passionate users to the brand marketers seeking to engage these audiences.

About Gorilla Nation Media, LLC

Gorilla Nation (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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