

**News Release**



***Gorilla Nation Taps Shopzilla Vet Christophe Louvion for CTO – Agile & Scrum Guru to Advance GN Tech Offerings***

**LOS ANGELES, CA – January 8, 2008** – Gorilla Nation ([gorillanation.com](http://gorillanation.com)), the world's largest online ad rep firm, announced today that Christophe Louvion has joined the company as CTO.

Mr. Louvion has over 10 years of experience in enabling rapid business growth through planning and implementation of cutting edge technologies. He held various positions at Shopzilla.com ([shopzilla.com](http://shopzilla.com)), where he was instrumental in developing the leading shopping search engine, serving there as Software Architect, VP of Operations, VP of Product Development and Engineering, Agile Evangelist/Coach and Uber Scrum Master. Prior to working in the e-commerce field, he worked as a Software Engineer at the U.S. Attorney's Office of San Diego. He started his career as a Software Engineer for Cegelec in Paris, where he won an Anvar award from The French Agency for Innovation.

Mr. Louvion received a Bachelor of Science in Mathematics from University of Nancy I and a Master of Science in Computer Science from ESIAL, both in France. He is a Certified Scrum Practitioner ([controlchaos.com](http://controlchaos.com)), and a member of the Agile Alliance ([agilealliance.org](http://agilealliance.org)) and the Agile Project Leadership Network ([aplن.org](http://aplن.org)). His personal blog can be accessed at [RunningAgile.com](http://RunningAgile.com)

“As online ad dollars move from the portals and top 50 sites into the ‘mid-tail,’ so is top industry talent,” stated Brian Fitzgerald, President of Gorilla Nation. “Christophe is a world-class technology authority, and he’ll be instrumental in our evolution into new businesses as we develop products and services for both our web publisher partners and advertising agency clients. As we grow as an international organization with more complex infrastructural requirements, explore more sophisticated creative integrations for online brand marketers, and syndicate proprietary products, Christophe’s expertise will enable us to keep well ahead of our competition.”

“Gorilla Nation’s broad base of opportunity is the ideal place for me to deliver on the promise of agile and scrum methods – the rapid, continuous delivery of useful products and services,” added Mr. Louvion. “Over the months ahead, I’m looking to grow this practice by recruiting other top industry talent capable of developing real, creative breakthroughs.”

Gorilla Nation was recently named one of only two "Rising Stars" in Los Angeles in Deloitte Technology's Fast 500, which recognizes the fastest growing companies in the technology, media and telecommunications industries. Rising Stars own proprietary intellectual property or proprietary technology that contributes to a significant portion of the company's operating revenue or devote a significant proportion of revenue to research and development of technology.

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

Gorilla Nation is the world’s largest online ad sales rep firm. The company exclusively represents the online ad inventory of over 500 leading “mid-tail” 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 build high impact, 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 programs. Founded in 2001, Gorilla Nation is headquartered in Los Angeles with offices in New York, Chicago, and Toronto.

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