



Gorilla Nation to Represent Ad Inventory for Reuters.ca & Reuters.com Canadian Traffic

LOS ANGELES – October 29, 2008 -- Gorilla Nation (www.gorillanation.com), the world's largest web publisher rep firm, announced today that they have been selected to represent advertising inventory for all traffic coming from Canada to Reuters.com (www.reuters.com) and Reuters.ca (www.reuters.ca). Reuters is the world's largest international news agency.

"We are excited about broadening our international offerings by expanding into the financial sector with strong publisher partners," stated Jason Holland, GN's Director of International Business Development. "With successful penetration into Canada and the UK, Gorilla Nation has further fortified our presence as the global leader in outsourced, branded ad sales in the digital space. Our accelerated growth is grounded most specifically on the quality of our publisher partners and our growing international sales teams."

GN also recently signed the Economic Times (www.economictimes.com), the world's largest source for international economic data, and the Times of India (www.timesofindia.com), reaching the world's largest population of Indians outside of India who reside in Canada. These properties will also contribute to an aggregated market of business professionals for the company's new financial vertical market offering, in addition to its current 35 vertical markets.

About Gorilla Nation Media, LLC

Gorilla Nation (www.gorillanation.com) is the world's largest web publisher rep firm. The company exclusively represents the online ad inventory of over 500 leading midtail websites, 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, with 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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