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## News Brief

### Gorilla Nation Lands Barney, Bob The Builder

Wednesday, Aug 27, 2008 8:00 AM ET

Online ad rep firm Gorilla Nation has been selected as the exclusive Canadian and Australian sales rep for selected advertisers for HIT Entertainment's brand websites, including Barney.com, ThomasAndFriends.com, BobTheBuilder.com and RainbowMagicOnline.com.

Gorilla Nation will also represent the U.S. sites for these brands with select advertisers, identifying and developing customized online sponsorship and advertising programs.

GNKids has expanded its dedicated sales team to now include JR Hoffman and Hayley Hapeman to support this growing market and manage this account. Hoffman and Hapeman have each planned and sold online media for companies such as Nintendo, General Mills, Kellogg's, Fox, Sony Home Entertainment, Lionsgate and Warner Bros. Records.

Gorilla Nation exclusively represents the online ad inventory of some 500 mid-tail web publishers, and sells integrated media and promotional programs to Fortune 500 brand advertisers.--Gavin O'Malley



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