

For Immediate Release



Gorilla Nation Creates Worldwide Widget for Xbox “Fable 2”

LONDON – November 11, 2008 – Gorilla Nation (www.gorillanation.com), the world’s largest online ad rep firm, has forged an international partnership with Xbox for the digital promotion of “Fable 2,” creating a custom widget which has been deployed internationally throughout the UK, United States and Canada.

The “Fable 2” widget opens with a quiz pertaining to questions of one’s life experience or questions about the plot of the last Fable game, such as "Would you rescue a good friend if it risked hurting a family member" or, "If (the character) Whisper abandoned you and left you to die, would you exact vengeance?". With every question one answers, a meter skews more towards good or evil, and, at the end of the quiz, a fortune teller reveals whether one is indeed good or evil. Following this, the player unlocks either good or evil assets, such as screensavers and videos.

“From briefing through to booking, Gorilla Nation has been a pleasure to work with,” stated Djordje Gvozdenovic, Account Planner at Universal McCann Interactive. “They came back to us with a fantastic, low cost custom widget which has exceeded all expectations with a minimum of fuss. We look forward to working with the guys there again in the future.”

“We try to provide an innovative, completely customized, integrated solution for most of our ad programs,” added JP Kemp, Gorilla Nation UK Sales Director. “Our entertainment heritage, creative expertise, and international campaign management capabilities put us in a unique position to engage midtail website audiences in a meaningful and effective manner.

About Gorilla Nation Media, LLC

Gorilla Nation (www.gorillanation.com) is the world's largest online ad 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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