

For Immediate Release



Gorilla Nation to Exclusively Rep Gawker Media in UK – British Expansion Based on GN’s Success in Canada

LOS ANGELES, CA – November 18, 2008 – Gorilla Nation (www.gorillanation.com), the world's largest web publisher rep firm, announced today that it has been selected to exclusively represent the online ad inventory for Gawker Media (www.gawker.com/advertising) throughout the UK.

Gawker publishes 12 of the web's most popular media gossip and pop culture sites, including the eponymous Gawker, Defamer (Hollywood lifestyle/entertainment), Jezebel (celebrity, sex and fashion gossip), Gizmodo (gadgets), Lifehacker (software and productivity), Jalopnik (car enthusiasts), Kotaku (gaming) and Valleywag (Silicon Valley gossip). With a UK readership in excess of 3 million monthly unique visitors and over 10 million page views, Gawker sites marry all-star editorial mastheads with the efficiency and powerful voice of the blog format reaching a young, educated, affluent and highly engaged audience.

“Gorilla Nation’s phenomenal success in selling our Canadian-based media made them the logical choice for partnership in the UK,” stated Gaby Darbyshire, VP of Finance for Gawker Media. “The teams in both regions are well versed in selling both standard ad sizes and beyond the banner integrations, allowing us to maximize our offerings to advertisers. We look forward to continued growth between Gawker and GN.”

“We’re excited to increase the scope of our partnership with Gawker Media,” added Jason Holland, Director of International Business Development for Gorilla Nation. “Our expansion together is a clear indication of the increased globalization of online media buying, as well as the need for best in class web publishers to have access to the regional sales and creative integration resources offered by Gorilla Nation’s international teams.”

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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