



## **COOKIE JAR ENTERTAINMENT SIGNS GNLKIDS AND TEENS AS EXCLUSIVE ADVERTISING REPRESENTATIVE FOR JAROO.COM**

Burbank, California (Nov. 23, 2009) – Cookie Jar Entertainment, one of the world’s leading independent producers of children’s entertainment, has engaged GNL Kids and Teens to handle the online advertising for Jaroo.com, its new streaming video portal for kids. Jaroo.com brings together the most full-length television episodes and movies of any kids’ online site with the widest range of popular programming, both current and classic.

The global sales team for GNL Kids and Teens, Gorilla Nation’s largest specialty vertical market, will provide full service solutions with content-appropriate on-page and online video advertising streams across the hundreds of episodes available on-demand on Jaroo.com.

“This partnership with GNL Kids and Teens will be an important part of our ongoing strategy to reach our audience in the new non-linear media environment,” said Frederic Soulie, Cookie Jar Entertainment VP Digital Media. “We need to be conscientious of the quality of advertising on Jaroo.com, and GNL Kids and Teens has the expertise and track record to help us meet our objectives.”

“We are extremely excited to work with Jaroo who currently provides a plethora of video content tapping into an emerging form of content online today,” said Angela S. Cooper, Sr. Director of Business Development. “Cookie Jar Entertainment’s Jaroo.com allows us to provide clients with extensive opportunities for brand integration in an environment where users are engaging with long form content.”

### **The Cookie Jar Group of Companies**

The Cookie Jar Group of Companies is one of the world’s leading independent entertainment, consumer products and education companies with 16 offices around the globe. Cookie Jar Entertainment is a leader in the creation, production and marketing of animated and live-action programming. Its library of nearly 6,000 half-hour episodes of television features some of the world’s most recognizable series including *Caillou*, *Inspector Gadget*, *Arthur*, *The Doodlebops* and *Johnny Test*. The company controls Cookie Jar TV, the weekend morning block on CBS, and has a one-third interest in international children’s television channel KidsCo. Cookie Jar Entertainment’s Jaroo.com is the premiere web video destination for kids with the largest independent selection of full-length children’s TV series and movies online. Copyright Promotions Licensing Group, (CPLG) Cookie Jar’s full-service international licensing agency, represents numerous entertainment, sport and design brands such as Strawberry Shortcake, Richard Scarry, St. Andrews Links, Lucha Libre and Skelanimals. Carson-Dellosa Publishing is one of North America’s largest providers of supplemental education materials, reaching nearly 2,000 teachers across the United States. For more information, please visit [www.cjar.com](http://www.cjar.com).

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

GN Kids and Teens is Gorilla Nation’s largest specialty vertical market representing many of the industry’s most well known, online brands for reaching boys and girls ages 2-17. Through strong, personal relationships with our web publishers, GNL Kids and Teens goes beyond the banner providing site-specific, integrated media programs that truly connect and engage advertisers with their target consumers.

Gorilla Nation is the world's largest online branded sales company, exclusively representing the online branded ad inventory of over 500 premium content sites. GN is focused on selling site-specific, integrated media and promotional programs across its properties on behalf of Fortune 500 brand marketers - marrying message with media. 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 provide superior audience reach, site-specific creative frequency, guaranteed media placements and integration of message to contextually relevant audiences. The company is committed to delivering integrated creative media programs, from concept through execution, and exceptional customer service. Founded in 2001, Gorilla Nation is headquartered in Los Angeles with offices in New York, Chicago, San Francisco, Scottsdale, United Kingdom, Australia, and Toronto.

Contact:

Whitney Ashley/Gorilla Nation

[Whitney.ashley@gorillanation.com](mailto:Whitney.ashley@gorillanation.com); 310-449-1890- x 250

Brook Hefner/Cookie Jar

[bhefner@cjar.com](mailto:bhefner@cjar.com); (818) 955-5454