

For Immediate Release



Gorilla Nation Expands Reach in Australia with New Local Partners Including BigFooty.com, WhatsPlaying.com.au and GreenTimes.com.au

Sydney— April 1, 2010— Gorilla Nation (www.gorillanation.com), the world's largest online branded sales company, announced today furthering their reach in the Australian market by exclusively representing the online ad inventory for three local Australian publishers; BigFooty.com, Australia's leading football forum, WhatsPlaying.com.au, a leading entertainment site, and GreenTimes.com.au, an online eco-friendly journal, news and directory.

"Big Footy" is Australia's number one site for Australian Rules Football, featuring editorial articles and a destination for AFL fans. This site has an extremely loyal local community of AFL (Australian Football League) fans, with nearly 90,000 registered users, who are highly active on the sites forums and blogs. Part of the partnership includes a site redesign that will be sold by Gorilla Nation.

"What's Playing" is a web property for Australian film enthusiasts, featuring the latest news, interviews, and releases in the entertainment industry. This site is geared to all ages and offers information on new movie theater and DVD releases, season premier and new television series insight as well as celebrity news and interviews. The site provides a unique offering to marketers as it is able to connect with a wide demographic of both male and females of all ages.

"Green Times" is one of Australia's top online publication and directory for the green industry. It is designed to create more awareness of environmental issues and promote Australian green businesses. Green Times' offers a great opportunity to marketers who wish to communicate to eco-conscious consumers.

"Gorilla Nation is focused on offering marketers quality sites to place their advertisements coupled with custom innovative campaigns that will engage the Australian market," stated James Perry, Director of Sales for GN Australia. "Big Footy allows us to expand our offering in the male market, WhatsPlaying allows us to expand our entertainment offering, and GreenTimes gives us more reach with the eco-consciousmarket, all three sites increasing our inventory of Australian based sites."

About Gorilla Nation:

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, Toronto, London, Sydney and Melbourne.

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