



## **Gorilla Nation, AtomicOnline, Double Helix and Springboard Come Together to form Media Power House, Evolve Media**

*Evolve Media Offers Unique Business Model with Custom Creative Campaigns and  
Affinity Consumer Content Reaching Over 300 Million People Globally*

Los Angeles —March 17, 2010— [Evolve Media](#), a unique global brand architect in the digital space, announces today, the joining of four synergistic companies under the Evolve name: Gorilla Nation, the world's largest brand ad sales company, specializing in creating integrated brand experiences targeting affinity audiences; AtomicOnline, publisher of such large media properties, such as SheKnows.com (now #3 on Comscore for Women), CraveOnline.com, TheFashionSpot.com and GameRevolution.com; Springboard Productions, a one-stop branded entertainment video solution, and Double Helix, a creative and interactive marketing firm comprised of over 35+ person web designers and developers.

Evolve offers marketers digital campaigns with significant reach among key audiences and contextual environments that together increase key brand effectiveness measures with best-in-class integrations and creative solutions tailored to specific brand objectives. Executed across branded consumer content sites, against a platform of over 600+ sites, reaching 300 million people globally each month, Evolve allows brands to engage with passionate, influencer audiences to convert them into brand evangelists.

Gorilla Nation has long been recognized for providing great customer service and delivering high-reach, integrated media programs for brand marketers across high-quality branded consumer web sites, like hallmark.com, marvel.com, wwe.com and more. As a market leader in creating affinity audience verticals, Gorilla Nation has delivered reach, creative frequency, site-specific share of voice and scalable integrated creative programs for some of the world's top brands. Atomic Online's owned and operated properties SheKnows, CraveOnline, GameRevolution and TheFashionSpot, publish best-in-breed content, creating deeply engaged audiences across high-reach interest-based sites. AtomicOnline's properties provide brand marketers a deep connection within communities of individuals across interest-based sites, allowing brands to better engage a passionate audience and convert them into brand advocates. Evolve Media has been successful in leveraging the shared proprietary ad serving technology, creative services resources, and extended combined reach across audiences to deliver high-impact, large reach media programs for brand marketers.

"The formation of Evolve Media creates a one-of-a-kind business model in which brand representation, affinity consumer content and innovative creative capabilities are all available from one company," stated Brian Fitzgerald, Co-Founder of Evolve and President of Gorilla

Nation. “Marketers are able to better reach and engage their target audiences and extend brand awareness through rich media brand experiences across contextually rich affinity sites.”

Double Helix was formed from bringing Gorilla Nation and AtomicOnline’s creative teams together. There is now a combined in-house creative team of over 35 designers and programmers to help create, modify or improve a brand’s online presence. Combined with Evolve’s Springboard video technology and branded entertainment division, Evolve is able to build media programs that leverage branded publisher content, both written and video, both on-site and through ad creative, anchoring a media brand experience within trusted branded, consumer environments and allowing it to be scaled across many sites for reach. The combined team offers best-in-class integration and creative solutions tailored to specific brand objectives.

“The combination of Gorilla Nation and AtomicOnline, two thriving digital companies, coupled with the unparalleled creative services of Double Helix and proprietary technology of Springboard, allows Evolve Media to leverage the obvious synergies between the business units for the benefit of offering brand marketers larger, high-impact programs with scale,” stated Aaron Broder, Co-Founder of Evolve and CEO of Gorilla Nation. “Further, we are continually changing to evolve with the marketplace, adding new affinity audiences, premium content sites, creative capabilities, technologies, and targeting methodologies to anticipate and respond to our clients’ digital marketing needs.”

Evolve Media, with over 250 employees in 6 countries, and reach of over 300 million monthly uniques globally across all divisions, is better able to address the growing global marketing needs of brand marketers through the efficiency of one partner that can deliver a comprehensive suite of brand display solutions.

About Evolve Media:

Evolve Media (<http://www.evolvecorporation.com/>) is a unique global brand architect in the digital space. Evolve brings together four synergistic companies to create one compelling offering: Gorilla Nation, the world’s largest brand ad sales company that specializes in targeting affinity audiences; AtomicOnline, publisher of large digital media properties, such as SheKnows (now #3 on Comscore for Women), CraveOnline, TheFashionSpot and GameRevolution; Springboard Productions, a one-stop branded entertainment video solution, and Double Helix, a creative and interactive marketing team comprised of over 35+ web designers and developers. Evolve offers brand marketers digital brand campaigns that can achieve both significant reach among key audiences and contextual environments that together have been proven to increase key brand effectiveness. To drive the best results we offer best-in-class integration and creative solutions tailored to specific brand objectives. Evolve’s primary mission is to provide marketers with unique, integrated creative programs across branded consumer content sites, allowing a brand to get engaged with a passionate, influencer audience in a way that converts them into a brand evangelist. Moreover, Evolve can leverage these capabilities against a platform of over 600+ sites, reaching 300 million people globally each month.

For More Information:

Whitney Ashley

Public Relations Manager

(310) 449-1890 Ext. 250

[Whitney.ashley@evolvecorporation.com](mailto:Whitney.ashley@evolvecorporation.com)