



**For Immediate Release**

**Gorilla Nation Increases Female Reach by Partnering with LoveToKnow Media in United Kingdom, Canada and Australia**

**London — April 14, 2010 —** Gorilla Nation ([www.gorillanation.com](http://www.gorillanation.com)), the world's largest online branded sales company, announced today that it will exclusively represent the online ad inventory for LoveToKnow.com and PublicBookShelf.com in the United Kingdom, Canadian, and Australian markets therefore expanding their global female offerings.

LoveToKnow is a leading female destination that boasts over two million page views a month in both the UK and Canadian markets as well as nearly one million in the Australian market. LoveToKnow gives today's women the information they are looking for through high quality trusted articles on a variety of topics including beauty and health, family and lifestyle, entertainment and hobbies, money and business, style and shopping, as well as travel and vacations. LoveToKnow additionally offers visitors a rich experience through picture galleries, slide shows, quizzes and interviews with leading experts.

PublicBookshelf brings together quality authors and open-minded readers in a controlled environment where an exchange of ideas, creativity, and knowledge can happen. PublicBookshelf is the leading destination for reading romance novels, encompassing a high female demographic.

"Adding LoveToKnow.com and PublicBookShelf.com to the International Gorilla Nation family enables us to expand our female lifestyle offering and reach to marketers in the UK, Canada and Australia," stated Renee Siemak, Senior Manager of International Business Development. "The benefit of working with LoveToKnow and PublicBookShelf in multiple territories is the ability to execute custom creative integrations and impactful ad campaigns on a global scale."

"We are excited to be partnering with Gorilla Nation who offers best in class creative campaigns from a world renowned sales team," said Howard Love, CEO of LoveToKnow. "We look forward to building our presence in the UK, Canada, and Australia and creating custom programs for local as well as global brands."

**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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