

**For Immediate Release**



## ***Gorilla Nation Australia Grows Sales Team With New Director and Two Senior Account Managers***

**Sydney—December 10, 2009—** Gorilla Nation ([www.gorillanation.com](http://www.gorillanation.com)), the world's largest online branded sales company, announced today that it has appointed James Perry as the new Director of Sales for the Australian division. In addition to James, GN Australia has added two new Senior Account Managers Rob Reed and Andrew Knowles who will report directly to James.

James joins from ACP, formerly Emap, where he was the Digital Sales Director across Men's Specialist and Custom Media and worked with properties such as Gourmet, Topper.com Qantas and Zoo Weekly. Prior to this he was in his native city of London where he worked for VNU on building and implementing cross media advertising strategies utilizing online and offline media.

"Leading the Gorilla Nation Sales team in Australia is a huge honor and an exciting challenge," said James. "The Australian market is on the rise and I am passionate about letting advertisers know all the creative solutions Gorilla Nation has to offer."

Rob has a background in both publishing and sales therefore making him a key addition to the team. He joins the Australian team after leaving ACP where he worked with James. Andrew has had five and a half years of experience with a background in Finance and Media sales. He most recently worked for ACP Magazines where he served as NSW Digital Sales Manager and formerly in Corporate Sales at ACP.

"Gorilla Nation Australia has been thriving since its launch at the beginning of the year and we are thrilled there is a need to be growing the team," stated James. "Our team is committed to better serving the Australian market by providing complete transparency on sites coupled with custom innovative ad formats and scalability"

### **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, United Kingdom, Australia, and Canada.

### **For More Information:**

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