

For Immediate Release



GORILLA NATION EXPANDS UK DIVISION WITH NEW MANAGING DIRECTOR, SIMON HAYNES FORMERLY OF AD2ONE

London—January 12, 2009— Gorilla Nation (www.gorillanation.com), the world's largest online branded sales company, announced today that it has appointed Simon Haynes as the Managing Director for their UK division.

Haynes joins the Gorilla Nation team from previously serving as Business Director at AD2ONE where he spent four and a half years leading the London based commercial sales team and managing a portfolio of clients including Disney, Ebay, Expedia and Ask. While at AD2ONE he was also responsible for opening five different business units, including overseeing a 40 person workforce and the establishment of local sales offices for the company in Ireland. Prior to that, Haynes was an account manager at VNU Business publications where he focused on digital, magazine, and exhibition sales. He has been in the media industry since 1998, where he started his career working for 'The Daily Telegraph'.

"I am excited to join the Gorilla Nation family who is known for working with some of the best brands and agencies throughout the world," stated Haynes. "I look forward to growing the UK division through the hiring of experienced digital sales people, generating brand awareness, creating an aggressive sales platform and delivering quality, professional service."

As Managing Director, Haynes will be in charge of further expanding the UK sales team in order to maintain the needs of existing clients as well as tap into new prospects in the UK. He will also manage the sales inventory for the sites that Gorilla Nation owns and operates in the UK. Lastly, Haynes will oversee market position and solution for all the brands and companies GN services.

"Bringing Simon on board to GN UK was the step we needed to take in order to take bring this division to the next level," stated Aaron Broder, Co-Founder and CEO of Gorilla Nation. "We are seeing a high demand for creative solutions partnered with geo targeting in the UK market and Simon is well equipped with the knowledge and experience to have his team deliver the most innovative campaigns that will reach a marketers target audience."

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.

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