

**For Immediate Release**



## ***Gorilla Nation Names Rudy Tabasa Director of GNMulticultural Vertical***

**LOS ANGELES, CA – May 21, 2008** – Gorilla Nation ([www.gorillanation.com](http://www.gorillanation.com)), the world's largest online ad rep firm, today announced the appointment of Rudy Tabasa as Director of Sales for its GNMulticultural vertical market aggregating dozens of leading web properties servicing the African-American and Latino communities. He will be based in GN's new San Francisco office, servicing ethnic ad agencies across the U.S.

Mr. Tabasa provides 13 years of online advertising sales and management experience. He has a proven track record of increasing revenue for specialized internet publishers and developing creative integrated campaigns for brands across multiple platforms, including Social Networking and Viral Video. He most recently was part of the senior management team at LiveUniverse Inc., managing Sales for the Entertainment Division which included LiveVideo.com, Glumbert.com, Revver.com and the TuneBlast Music Network. Prior to that, he was Director of Sales at Tagged.com, a leading social networking community, and served as a Director at Netzero, a leading ad supported ISP.

"I'm delighted to be joining Gorilla Nation at this exciting time," stated Mr. Tabasa. "Multicultural marketers are now embracing the web, and online ad dollars are rapidly increasing among this segment. And since GN's sites offer unique opportunities for creative integration, we expect to be leading the field with innovative media and creative programs."

The company will be aggressively targeting and signing premium web properties that cater to multicultural audiences to augment its existing offering of African-American sites such as Mocha City ([www.mochacity.com](http://www.mochacity.com)) and Bossip ([www.bossip.com](http://www.bossip.com)); and Latino sites such as LaMusica ([www.lamusica.com](http://www.lamusica.com)) and VivirLatino ([www.vivirlatino.com](http://www.vivirlatino.com)). A dedicated team of sales

specialists who understand the unique needs of this audience will be out in the field presenting quality niche sites with highly passionate and loyal users to the brand marketers seeking to engage these audiences.

**About Gorilla Nation Media, LLC**

Gorilla Nation ([www.gorillanation.com](http://www.gorillanation.com)) is the world's largest online ad sales rep firm. The company exclusively represents the online ad inventory of over 500 leading midtail web publishers, and sells integrated media and promotional programs to Fortune 500 brand advertisers. Working closely with its web publisher partners, GN's expertise within 35 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. The company is committed to delivering integrated creative media programs, from concept through execution, and exceptional customer service. Founded in 2001, the company is headquartered in Los Angeles with offices in New York, Chicago, San Francisco, Toronto and London.

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