

For Immediate Release



Gorilla Nation Announces Expansion of GNKids Division to GNKids and Teens

LOS ANGELES – July 23rd, 2009 – [Gorilla Nation](#), the world's largest online ad rep firm, today announced the expansion of their GNKids' sales division to GNKids and Teens. The expanded division will provide marketers with a one stop solution for reaching the coveted kid, tween and now teen demographic. A number of Fortune 500 companies are currently advertising through the new teen division.

Formed in 2007, GNKids immediately established its footprint by offering innovative beyond the banner sales solutions across its flagship kid properties, such as [Roblox.com](#), [Kidz Bop.com](#), and [Kidzworld.com](#). The expanded unit plans to replicate this approach in addressing marketers' needs in reaching the highly fragmented teen audience.

"We are excited for the opportunity to provide our marketing partners a focused, scalable solution in reaching teens online," says Kyle Fletcher, VP of Sales for GNKids and Teens. "Outside of social networks, where safely communicating one's brand message is a tricky task in itself, there are very few platforms able to reach a large teen audience in an engaging manner. Through the combination of our evolving offering of branded integrations, site takeovers, and custom high impact rich media executions, we are delivering unique ways for our marketing partners to connect with our teen audience."

According Comscore for June 2009, GN Teens is already the 5th largest destination for teens online with 2.7 Million unique users per month. The company exclusively handles the advertising inventory and beyond the banner placements on many of the leading teen sites, including [Teen Hollywood.com](#), [Teenspot.com](#), and [Iconator.com](#). The company is planning on continuing to strategically expand its teen site roster and offerings.

About Gorilla Nation Media, LLC

Gorilla Nation 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 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. Founded in 2001, Gorilla Nation is headquartered in Los Angeles with offices in New York, Chicago, San Francisco, Scottsdale, London, Toronto, and Australia.

Contact

Kyle Fletcher
VP of Sales, GNKids and Teens
kyle.fletcher@gorillanation.com
604-216-0551