

For Immediate Release



eBaumsWorld.com, Bossip.com and Rock.com tap Gorilla Nation's Springboard Video Platform to Power Video Content

LOS ANGELES – May 6, 2009 – Gorilla Nation (www.gorillanation.com), the world's largest online ad rep firm, today announced their recent partnerships to power the video publishing, delivery, syndication and ad management of eBaumsWorld.com, Bossip.com and Rock.com through Gorilla Nation's proprietary Springboard Video Platform, an advanced online video platform for web publishers to publish and monetize video content.

"Springboard is the perfect solution for providing our hordes of users with the high quality video they have come to expect from us," said Mark Heyert, VP Marketing and Content Development at eBaum's World. "This partnership with Gorilla Nation could not have come at a better time."

As the flagship in Gorilla Nation's Midtail Toolbox™, Springboard Video is a proprietary suite of video content management tools and ad products for publishers. With customizable color, size, logo design and navigational elements, the Springboard Video platform can be seamlessly integrated into any website. The video player can be populated with the publisher's video content, supports content sharing features and has multiple video play options that make it a comprehensive solution for publishers looking to create a dynamic, engaging and interactive environment around video content.

"We are thrilled to offer our Springboard Player as a way for publishers to expand their online video offerings," said Brian Fitzgerald, President and co-founder of Gorilla Nation. "In 2007, 73% of all internet users watched video online, and that number is expected to grow to 88% by 2012. With such a high demand for quality video options, we are confident that the Springboard Player will allow publishers to increase advertising revenue and user engagement for their websites and help grow their traffic."

Through Gorilla Nation's new exclusive partnerships to power video content through Springboard for websites like eBaumsWorld.com, Rock.com and Bossip.com, advertisers have new, more engaging ways to reach often-elusive affinity audience segments such as film, urban/hip-hop, humor, African American, Hispanic and more. The Springboard Player offers a way to reach savvy, engaged users within these targeted niche segments more easily and to ultimately drive better ROI for Gorilla Nation's clients.

Gorilla Nation has already integrated its Springboard Player's capabilities into advertisement campaigns for a number of its major studio and retail clients.

For more information about Gorilla Nation's Springboard video player, visit <http://springboard.gorillanation.com/>

About Gorilla Nation:

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. 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 San Francisco, United Kingdom, Australia, Scottsdale, New York, Chicago and Toronto.

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