

**February 17, 2010**

## **Gorilla Nation opens up in Melbourne**

Online sales house Gorilla Nation has opened its second Australian office in Melbourne and appointed ACP Magazines digital advertising head, Sally Wood, as Victorian sales manager.

The company, which is focussed on selling site-specific, integrated media and promotional programs for advertisers, has opened a Victorian-arm due to the success of its Sydney business, according to director of sales, James Perry.

“Gorilla Nation is making great strides in Australia which compelled us to expand our services into the Melbourne market as well as strengthen our sales team in the Sydney headquarters,” he added.

“Bringing in Sally Wood to lead the Victorian sales efforts is a key component in our strategy to continue delivering complete transparency, market leading innovative ad formats, customer service and scalability.”

Wood brings to her new role a strong understanding of online sales, having led the establishment of the digital division of ACP as Victorian digital advertising manager. Here she was responsible for integrating magazine advertising campaigns across the entire ACP digital portfolio of websites for clients including L’Oreal, Target, Foster’s Group and Cadbury Schweppes. Prior to ACP, Wood was an account manager at Yahoo!7 where she managed clients such as Nissan, Mazda, Sensis, Adidas and Just Group.

On her move to Gorilla Nation, Wood commented: “It is exciting to be a part of the expansion of Gorilla Nation into the Melbourne area. Gorilla Nation offers real value to brands and advertisers in the Australian Market with the reach combined with the enthusiasts on their sites coupled with the integrated ad campaigns they are producing which are all things I look forward to continuing in the Melbourne division.”