

For Immediate Release



Gorilla Nation Expands Partnership with King.com to Include Australian Market

Sydney— May 19, 2010— Gorilla Nation (www.gorillanation.com), the world's largest online branded sales company, announced today that they will expand their partnership with King.com into the Australian market. Gorilla Nation currently represents the online advertising inventory for King.com in both the U.S. and Canadian markets.

King.com is the largest skill gaming portal in the world. Founded in 2003, King.com has more than 25 million monthly visitors who spend an average of 28 minutes on the site playing each other for free in matched tournaments. In 14 countries around the world, King.com is also approved to offer tournaments with cash prizes where skill determines the outcome. A large community around the games allows players to connect with their friends, play challenges and build castles as virtual residences on King.com.

"We have been very pleased with the partnership with Gorilla Nation in the U.S. and Canadian markets as they have been able to work with significant marketers to create great campaigns for King.com," stated Alex Norstrom, VP Global Ad Sales & Games Acquisitions, King.com. "We look forward to expanding this partnership and are confident of their efforts in the Australian market."

"Gorilla Nation is excited to expand our partnership with King.com in the Australian market," stated Renee Siemak, Business Development Manager for Gorilla Nation. "With King.com's high interaction rates and strong female demographics, we are able to offer very compelling campaign executions to Australian marketers that resonate extremely well with the targeted 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, Toronto, London, Sydney and Melbourne.

For More Information:

Whitney Ashley
Public Relations Manager
(310) 449-1890 Ext. 250
Whitney.ashley@gorillanation.com