

**For Immediate Release**



## ***Gorilla Nation Australia Opens Melbourne Office with Victoria Sales Manager Sally Wood***

**Melbourne—February 16, 2010—** Gorilla Nation ([www.gorillanation.com](http://www.gorillanation.com)), the world's largest online branded sales company, announced today that it is expanding its presence in the Australian market by opening an office in Melbourne and appointing Sally Wood as the Victorian Sales Manager. Sally will report to James Perry, Director of Sales for GN Australia.

Sally joins GN from ACP Magazines where she played an instrumental role in leading and establishing the brand new digital division of ACP Magazines as the Victorian Digital Advertising Manager. Sally was responsible for integrating magazine advertising campaigns across the entire ACP Digital portfolio of websites while addressing client's strategic business needs and servicing expectations for clients such as Nintendo, L'Oreal, Target, Foster's Group, Cadbury Schweppes and KAO brands. Prior to ACP, Sally was at Yahoo!7, where she was an Account Manager overseeing major clients such as Nissan, Mazda, Village Roadshow, Sensis, Adidas, and Just Group along with agencies including Carat and OMD.

"It is exciting to be a part of the expansion of Gorilla Nation into the Melbourne area," stated Wood. "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."

"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," said James Perry, Director of Sales for GN Australia. "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.

### **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, United Kingdom, Australia, and Canada.

### **For More Information:**

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