



For Immediate Release

GN Kids to Exclusively Rep Ad Inventory for Cartoon Doll Emporium.com

LOS ANGELES, CA – April 14, 2010– Gorilla Nation (www.gorillanation.com), the world's largest online ad rep firm, announced today that it has been selected to exclusively represent the online ad inventory for Cartoon Doll Emporium (www.cartoondollemporium.com) and its sister properties, Cartoon Doll Emporium Boys (www.cdeboys.com) and Dress Up Dream (www.dressupdream.com) as a key addition to its GN Kids sales division.

Cartoon Doll Emporium offers tweens the largest collection of virtual cartoon dolls online, attracting over 3.4 million unique visitors according to Google Analytics for March 2010 with a core audience of females 12 to 17. In addition to its collection of dolls and virtual goods, CDE offers its users games and a social networking tool to engage and interact with peers.

“In growing our GN Kids portfolio, we are increasingly cognizant of ensuring we are offering both our clients and publishers a way to capitalize on each other's strengths, stated Angela S. Cooper, Gorilla Nation Sr. Director of Business Development.” Cartoon Doll Emporium provides a unique medium for our clients to distribute their brand, translating to increased interaction, engagement and purchase intent.”

For marketers, Cartoon Doll Emporium provides a unique platform to reach girls online in an environment where they are highly engaged with quality content. It is this environment that provides brands contextual relevancy and the ability to interweave their brand messaging within CDE's audience. Cartoon Doll provides this ability through co-branded virtual goods, client created games, scavenger hunts and more.

“We are excited to be partnering with GN Kids who is known for connecting leading brands with the kid and teen markets,” stated Evan Baily, CEO of Cartoon Doll Emporium.com. “We look forward to working with the GN Kids sales team and their creative division to produce custom campaigns that will resonate with our audience.”

About Gorilla Nation Media, LLC

GNKids and Teens is Gorilla Nation's largest specialty vertical market representing many of the industry's most well known, online brands for reaching boys and girls ages 2-17. Formed in 2007, Gorilla Nation Kids, has quickly grown to the sixth largest kids destination online, boasting home to WWE Kids, Marvel Kids, Star Wars Kids, Kidzworld.com and many others. Through strong, personal relationships with our web publishers, GNKids and Teens goes beyond the banner providing site-specific, integrated media programs that truly connect and engage advertisers with their target consumers.

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 Toronto.

About Cartoon Doll Emporium

Cartoon Doll Emporium was launched in January 2006 by entrepreneur and eternal child Evan Bailyn. Within a year, it became one of the largest children's sites on the internet. Cartoon Doll Emporium (CDE) is a virtual playland for tweens that features the largest collection of original cartoon dolls online. Ranked by Comscore as one of the top 10 most popular kids destinations online, CDE is visited by more than 6 million different people every month. In addition to its collection of dolls, CDE also features arcade games, cute pictures, contests, a forum, and one of the most unique social networks online.

CONTACT

Whitney Ashley

Press Relations Manager

Whitney.Ashley@gorillanation.com

310.449.1890 x250