



GorillaSpot Selected by AlwaysOn as an OnHollywood 100 Top Private Company Award Winner

Recognized for leadership in emerging technology for digital entertainment and media

New York, New York. – June 1, 2008 – GorillaSpot today announced that it has been chosen by AlwaysOn as one of the OnHollywood Top Private Companies. The OnHollywood 100 is a power list of the top private emerging technology companies in digital entertainment and media. GorillaSpot was handpicked by the AlwaysOn editorial team based on a set of five criteria – innovation, market potential, customer adoption, media buzz and investor value creation.

GorillaSpot, along with the rest of the OnHollywood 100, will be honored at the OnHollywood & Brim event on June 10-11, 2008 at the Sofitel hotel in West Hollywood, California. OnHollywood gathers executives from both the entertainment and the technology industries to identify and debate emerging trends in addition to building relationships and taking advantage of potential new business partnerships. The first annual Broadband Rights Marketplace (BRiM) will launch an online network that supports new creative projects and offers a digital-rights exchange and auction.

“This year’s OnHollywood 100 represents the brightest of the innovators in the new media space. We are enthusiastic about gathering the leaders in a collaborative environment that fuses these two industries together, culminating in the richest, most progressive conversations on Hollywood’s digital movement,” said Tony Perkins, founder and CEO of AlwaysOn.

The OnHollywood 100 was selected from more than 1,000 companies, peer-nominated by leading venture capitalists, investment bankers and industry analysts.

GorillaSpot provides brand advertisers and content publishers the opportunity to reach and engage online audiences by offering an innovative and easy-to-use video mashup tool that allows users to interact and create personalized videos using rights-cleared media assets. “We are honored to be recognized by AlwaysOn and to be included in such a distinguished list of innovative and exciting companies”, said Athan Stephanopoulos, CEO of GorillaSpot. “As entertainment properties continue to look for new ways to participate and benefit from the explosion of user-generated content, GorillaSpot will aim to assist these companies in creating entertaining and compelling video mashup experiences for their audiences.” A full list of all the OnHollywood 100 companies can be found on the AlwaysOn Web site at: <http://onhollywood.goingon.com/>

About OnHollywood 2008

June 10-12 @ The Sofitel Hotel, West Hollywood, California

OnHollywood is where cutting-edge technology CEOs from the back streets of Silicon Valley meet the Hollywood digital entertainment and media elite. This two-and-a-half-day executive event features high-level debates on which forces are disrupting user behavior and creating new opportunities, content strategies and monetization schemes in the video, music, gaming, search, and mobile industries. Our editors will also honor the OnHollywood 100 Top Private Companies and feature the Best of Broadband “BOB” Awards. Fifty of the top CEOs from the OnHollywood 100 will pitch their market strategies to a panel of industry experts in our “CEO Showcase.”

About GorillaSpot, Inc.

GorillaSpot is an online social marketing platform that offers brands and online content publishers the

opportunity to engage audiences via the web through the innovative and easy-to-use online video editing application (SpotMixer Platform). The SpotMixer platform offers users a simple and intuitive user-interface to interact with brand content by creating their own personalized videos that they can share via email or social networking sites. The viral features within the application provide for brand content to reach audiences far beyond traditional methods. GorillaSpot has developed mashup promotions for clients such as Paramount Pictures, CBS, FX Networks, Atlantic Records and NCAA.

About AlwaysOn

AlwaysOn ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, AlwaysOn continued to lead the media industry in innovation by introducing a social network where members can connect and engage. AlwaysOn is also revolutionizing the media business by applying its open-media principles to its executive event series (Stanford Summit, AlwaysOn Hollywood, AlwaysOn Media and GoingGreen) and quarterly print "blogazine" by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, AlwaysOn is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction with its readers and event participants.