

## Gaia Online and Millions of Us Team to Expand Opportunities for Advertisers

*Gaia Online, the web's fastest-growing hangout for teens, and Millions of Us, Inc., a pioneering social media agency specializing in virtual worlds, today announced a partnership designed to bring new advertising clients to both parties while providing Millions of Us with an additional community in which to conduct campaigns. Gaia Online stands to benefit from Millions of Us' expertise in carrying out viral marketing campaigns in social media and virtual worlds, along with a fast-growing client roster that includes Warner Bros., Toyota Scion and 20th Century Fox. In turn, Millions of Us - and its clients - will be granted access to programming and narrative tools in Gaia Online, where more than two million teens come every month to play games, make friends, and participate in the world's most active online community.*

San Francisco, Calif. (PRWEB) June 20, 2007 -- Gaia Online, the web's fastest-growing hangout for teens, and Millions of Us, Inc., a pioneering social media agency specializing in virtual worlds, today announced a partnership designed to bring new advertising clients to both parties while providing Millions of Us with an additional community in which to conduct campaigns. Gaia Online stands to benefit from Millions of Us' expertise in carrying out viral marketing campaigns in social media and virtual worlds, along with a fast-growing client roster that includes Warner Bros., Toyota Scion and 20th Century Fox. In turn, Millions of Us - and its clients - will be granted access to programming and narrative tools in Gaia Online, where more than two million teens come every month to play games, make friends, and participate in the world's most active online community.

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Gaia Online is a social environment where teens come to hangout, have fun and express their individuality through customizable avatars and homes, casual games, creative writing and artwork, forums and virtual spaces. Gaia is noted for the enthusiasm and dedication of its members; each day there are 55,000-80,000 simultaneous users who spend hours engaging with the site, making it one of the stickiest destinations on the web and highly desirable for marketers. Its forums are among the world's busiest, with more than 1 billion posts to date and counting. Gaia chose to partner with Millions of Us in part because of the agency's ability to attract premiere clients, but also for the quality and innovation of its creative programming.

"Gaia is all about engaging with users in fun and authentic ways. So we want to work with partners that understand the importance of creating immersive and meaningful sponsor experiences. Millions of Us clearly gets it, so we're excited to work together," said Craig Sherman, CEO, Gaia Online. "What's more, Millions of Us has the client base and influence to bring the right new advertisers into Gaia - particularly in the entertainment industry - so the partnership was a natural fit."

"We're building the world's leading agency for social media; having assisted one third of the Fortune 50 with their entries into Second Life, Gaia was a logical choice as our next platform," said Reuben Steiger, CEO, Millions of Us. "Gaia has a huge and creatively-oriented user base, a rich variety of activities and virtual environments, and a unique ability to engage users on a personal level."

#### About Gaia Online

Founded in 2003, Gaia Online is the fastest-growing hangout on the web. Millions of teens come to Gaia every month to make friends, play games, watch movies in Gaia's virtual theaters, and participate in the world's most active online community. Gaia provides a fun, social environment that inspires individuality and creativity. With everything from art contests to discussion forums on poetry, politics, celebrities and more, to fully customizable profiles, digital characters and cars, Gaia is a place where teens can create their own space and express their individual style.

#### About Millions of Us, Inc.

Millions of Us, Inc., is a social media agency specializing in virtual worlds. Founded in 2006 and based in San Francisco, the agency is dedicated to helping businesses understand and harness the power of all social media. Clients include 20th Century Fox, Comcast, Electrolux, Intel, Microsoft, Toyota Scion and Warner Bros.

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