

.....PRESS RELEASE.....

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## **Gridley & Company LLC Hosts Successful 8<sup>th</sup> Annual Information, Marketing, Internet, Financial Technology, and Outsourcing Services Conference**



**January 13, 2009 – NEW YORK, NY.** Gridley & Company LLC hosted its Eighth Annual Information, Marketing, Internet Financial Technology, and Outsourcing Services Conference on January 13th. The Conference was very well received with over 350 senior executives from approximately 235 different companies in attendance. Attendees included over 135 private companies, approximately 30 public companies and approximately 70 private equity firms focused on companies in our targeted industry sectors. This year's conference was sponsored by several companies, marking the third time that Gridley has offered conference sponsorships. Gridley would like to thank the companies who helped sponsor the conference: avVenta Worldwide as a Platinum sponsor, CIT Group and Bottlenotes as Gold sponsors, Affinity Venture Group, Green Dot Corporation, Halyard Capital, JMI Equity, MidOcean Partners, Oak Investment Partners, SourceLink, Spectrum Equity Investors, TA Associates, and Technology Crossover Ventures as Friends of Gridley sponsors. For the second time, Gridley held a networking dinner for conference sponsors, presenting companies, and clients on the evening of January 12th. The conference was held at the Jumeirah Essex House in New York City and began with a welcome and opening remarks by Gridley's President and CEO, Linda B. Gridley. The agenda for this year's event included presentations from 35 private companies, 5 industry panels featuring our sectors' business leaders and three keynote speakers including: a morning keynote by Lauren Fine, Research Director of ContentNext Media, a luncheon discussion with AlleyCorp Chairman and CEO, Kevin Ryan and Henry Blodget, CEO, Co-founder and Editor-in-Chief of Silicon Alley Insider, and a "fireside chat" with the New York Post's Holly Sanders and Sir Martin Sorrell, Group Chief Executive of WPP, at the end of the day.

### About Gridley & Company LLC

Gridley is a boutique investment bank that provides financial advisory services to companies in the Information Services industry with a specific focus in the following sectors: Marketing Services, Internet Services, Financial Technology, Data Services, and Outsourcing Services. Our dedicated industry focus, thoughtful strategic insights and extensive relevant transaction

experience differentiate us from other Wall Street firms and lead to successful results for our clients. Gridley & Company LLC was founded in 2001 and is headquartered in New York City.

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