



*gridley & company llc*  
KNOWLEDGE-BASED INVESTMENT BANKING

## **Gridley & Company, LLC Hosts 9th Annual Information, Marketing, Internet, Financial Technology, and Outsourcing Services Conference**

**New York, N.Y.** (January 13, 2010) – Gridley & Company, LLC, a New York-based boutique investment bank, hosted its 9<sup>th</sup> annual Information, Marketing, Internet Financial Technology, and Outsourcing Services Conference on January 12<sup>th</sup> at the Jumeirah Essex House in New York City. Approximately 475 executives representing 320 different companies attended the event to discover current trends in the information services industry and identify the strategic opportunities within the marketplace. Attendees included over 175 private companies, approximately 50 public companies and approximately 95 private equity firms focused on companies in the aforementioned targeted industry sectors.

Gridley held its networking kick-off dinner for presenting companies, clients and sponsors on the evening of January 11<sup>th</sup>. The following morning, Linda Gridley, President and CEO of Gridley & Co., provided the conference's opening remarks before presentations were heard from 29 private companies. These presentations were then followed by eight industry panels and two fireside chats featuring such high-caliber speakers as: David Kenny, Managing Partner, Vivaki; Henry Blodget, CEO of Silicon Alley Insider, Inc.; George Bell, Special Venture Partner at General Catalyst Partners; Russ Fradin, CEO of Adify Corporation; Dave Morgan, CEO of Simulmedia, Inc.; and Kevin Ryan, Chairman of Gilt Groupe, Inc.

"We are proud to host buyers, sellers, and private equity investors in a setting that is conducive to building long-lasting relationships," said Mrs. Gridley. "We hope our efforts at strategic matchmaking ensure continued success for our conference attendees."

Gridley sincerely appreciates the support of its conference sponsors and would like to extend thanks to the following:

**Silver Sponsors:** Audience Science, CIT Group Inc., General Catalyst Partners, and Information Services Group, Inc.

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### **About Gridley & Company LLC**

Gridley & Company is a boutique investment bank headquartered in New York City that provides financial advisory services to companies in the Information Services industry with a specific focus on the following sectors: Marketing, Internet, Financial Technology and Outsourcing Services. Industry professionals rely on and look to Gridley for insights on M&A through proprietary annual events and its semi-annual newsletter, The Compass, which is received by over 2,200 industry professionals. Gridley's knowledge-based investment banking approach combined with its specialized expertise in information services differentiates the bank from other Wall Street firms and lead to successful results for clients.

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***Press Contact:***

Nancy Zakhary

Brainerd Communicators

212-986-6667

[nancy@braincomm.com](mailto:nancy@braincomm.com)