



gridley & company llc
KNOWLEDGE-BASED INVESTMENT BANKING

Gridley & Company, LLC Hosts 9th Annual Summer Networking Conference and Golf Outing

Purchase, N.Y. (July 24, 2010) – Gridley & Company, LLC, a New York-based boutique investment bank, hosted its 9th annual Summer Networking Event and Golf Outing at the Blind Brook Club in Purchase, N.Y., on July 22nd. Over 65 industry leaders in marketing, data services, financial technology, and financial services attended the event to hear valuable insights and network with leading executives offering their views on the ever-evolving digital marketplace, and enjoy a game of golf at the historic course.

Linda Gridley, President and CEO of Gridley & Co., provided the conference's opening remarks, addressing the current economic, deal and investing environment, and noting that many strategic opportunities that exist within the information services industry. She also emphasized that strong corporate balance sheets, low interest rates, and the desire of private equity firms to make investments will drive an upswing in the number of deals occurring in Gridley & Co.'s sectors. Given this active and rapidly changing environment, the guidance of a specialized investment bank is crucial when digital companies are considering a fundraising or a key strategic acquisition.

"While the current outlook for the stock market is murky at best, strategic thinking is driving M&A," said Mrs. Gridley. "Now is a great time to consider the unique business opportunities that exist, and the golf outing was a fun and productive way to become more familiar with investors and companies in the industry. We thoroughly enjoyed hosting the event and we are looking forward to next year's conference."

Mrs. Gridley's opening remarks were followed by four insightful panels:

"Cloudy with a Chance of Meatballs: Ad-Optimization and Technologies"

Moderator: Nick Pahade, CEO, TRAFFIQ
Participants: Michael Barrett, CEO, AdMeld
Ari Jacoby, CEO, AdCopy
Tom Phillips, President & CEO, Media6Degrees
Ted Shergalis, Founder & CSO, [x + 1]
Kent Wakeford, Co-Founder, AdSafe

"Diamonds are Forever: Disruptive Business Models & Innovative Technologies"

Moderator: Pratik Patel, Vice President, Gridley & Company LLC
Participants: Mark Anstey, President, DataStream
Dan Hess, CEO & Co-Founder, DealRadar / Local Offer Network
Marc Kiven, CRO & Founder, BrightTag
William McNee, Founder & CEO, Saugatuck Technology
Kristine Van Dillen, Director, Industry Initiatives & Partnerships, Mobile Marketing Associates

"Transformers: The Content Value Creation Curve"

Moderator: Jim Spanfeller, President & CEO, The Spanfeller Group
Participants: Kirk McDonald, President-Digital, Time Inc.
Ramsey McGrory, VP-Marketplaces, Yahoo!

Meredith Ross, Manager of Digital Strategy and Business Development, NBC
Universal, Inc.
Vivek Shah, CEO, Ziff Davis, Inc.
Pam Springer, CEO, Manta Media

"Twitter at 1600: Obama's Internet Campaign"

Interviewer: Mike Sands, CEO, BrightTag, Inc.

Keynote: Michael Slaby, EVP & Global Practice Chair-Digital, Edelman (Technology & Media Advisor, Obama Administration)

After the panels concluded, conference attendees enjoyed a networking lunch, a round of golf, as well as post-event cocktails.

About Gridley & Company LLC

Gridley & Company is a New York based boutique investment bank 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 quarterly 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 results in optimal advice for clients and highly successful transactions. For more information, please visit www.gridleyco.com.

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