



gridley & company llc
KNOWLEDGE-BASED INVESTMENT BANKING

GRIDLEY & CO HOLDS POST-AD:TECH NYC 2010 COCKTAIL / NETWORKING EVENT

Gridley and Friends from the Industry Gather to Unwind

NEW YORK (November 4, 2010) - Gridley & Company LLC (Gridley & Co.), a New York-based boutique investment bank that specializes in the Information Services industry, tonight held a post-Ad:Tech NYC 2010 cocktail / networking event in the Library room of Buddakan. Gridley's "Unwind from Ad:Tech" event was a chance for Ad:Tech attendees to informally debrief from the two-day Ad:Tech conference. Industry veterans, start-up pioneers, and other friends of Gridley gathered to discuss key themes, interesting insights and companies, and exciting trends. President and CEO Linda Gridley had also shared her industry perspectives as one of Ad:Tech's keynote presenter this year.

"New York has quickly become an established technology hub of America, in terms of advertising technology as well as other digital technologies," said Linda Gridley. Ms. Gridley ended her presentation with advice for entrepreneurs, strategic buyers, and investors.

Gridley & Co. has proprietary insights on the most interesting opportunities in online and digital marketing today, and regularly meets with senior leaders and investors in the industry to share perspectives and exchange ideas. For more information or to arrange a meeting with the Gridley team to discuss opportunities, please call Linda Gridley at 212-400-9710.

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 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 results in optimal advice for clients and highly successful transactions. For more information, please visit www.gridleyco.com.

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