



**Gridley & Company** LLC  
*Matching buyers, sellers and capital sources*

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## **Gridley & Company LLC Releases “Gridley’s Guide to Digital New York”**

***The Guide Includes a 45-Page Report & Interactive Website Featuring New York City’s Private Digital Companies, their Venture Capital and Private Equity Investors and the NYC Public Companies That Influence the Digital Industry***

**NEW YORK**, (September 20) -- Gridley & Company LLC (Gridley & Co.), a New York-based boutique investment bank that specializes in the information services industry, today published its newest industry report, “*Gridley’s Guide to Digital New York*”. The report is a free comprehensive guide to New York City’s digital scene including 281 private digital companies, 118 venture capital and private equity investors and 47 public companies that lead the digital industry in New York.

“This guide is intended for parties interested in knowing who’s who in the New York digital scene,” said Linda Gridley, President and CEO. “Venture capital and private equity firms, entrepreneurs, and public companies looking for acquisitions are just a few of the possible users who could benefit from the Guide’s centralized information. There has been approximately \$4 billion invested in Digital NY companies since 2006 so we think there will be no shortage of interest in this report. It is my personal interest in this area which has driven our focus and this report is simply the latest example of how we strive to be the most knowledgeable investment bank in this field.”

Pratik Patel, Gridley’s Chief Digital Strategist adds “We decided to start this project after we were out visiting companies and investors in May/June and there was a lot of interest in what is going on in New York. People could see that there was a lot of digital activity -- they just didn’t know how extensive it is. So, we decided to make it easy for them to understand. Our website ([www.gridleydigitalny.com](http://www.gridleydigitalny.com)) enables visitors to quickly gain an overview of what’s happening in New York and to focus on key areas of interest.”

The *Gridley’s Guide to Digital New York* website includes:

- 281 private NYC emerging digital companies broken down into 5 major sectors and 37 subsectors -- including company descriptions, funding history, and URL
- 4 categories of 118 venture capital & private equity firms investing in the digital NY sector
- 5 public company sectors including 47 companies involved in the sector’s growth
- A “Highlights” section that includes 19 PDF excerpts from the full report for quick reference
- Access to the complete 45-page guide

“Despite the fact that the U.S. economy is struggling, innovative technology companies remain of strong interest to investors and dealmakers”, noted Peg Jackson, a recent addition to the Gridley team. “Success in the digital sector is limited only by the vision of the key players, and there is no shortage of companies with good ideas in New York.”

A full copy of Gridley’s Guide to Digital New York is available at [www.gridleydigitalny.com](http://www.gridleydigitalny.com).

### **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: Digital Media, 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 & Co. regularly meets with senior industry leaders 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 or visit [www.gridleyco.com](http://www.gridleyco.com).

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