

Gridley & Company Hosts 10th Annual Summer Networking Event and Golf Outing

Purchase, N.Y. (July 21, 2011) – [Gridley & Company, LLC](#), a New York-based boutique investment bank, hosted its 10th annual Summer Networking Event and Golf Outing at the [Blind Brook Country Club](#) in Purchase, N.Y., on July 21st. Approximately 100 industry leaders in digital media, advertising, marketing, Internet and financial technology 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 vulnerability of traditional industry leaders in the rapidly evolving Digital and Information Services industries. Her presentation focused on how new leaders such as Facebook, Groupon, Zynga, LinkedIn, etc. are evolving at a record pace with over \$150 billion of value being created in the past three years or so. These new entrants have better and more efficient business models and a more powerful currency to use in the M&A market. Linda's presentation talked about how these newcomers are threatening the traditional entrenched industry leaders and why this threat will only increase over time.

In terms of the M&A market, "Buyers will pay premiums for market leaders and experienced teams." said Ms. Gridley. "It is key for companies to have clear, differentiated capabilities combined with scale and successful client case studies. We expect to see a lot of M&A activity in the second half of 2011 and into 2012 as companies make moves to better position themselves strategically. This is where Gridley can really help. We think we are great at helping companies to explore their strategic options and growth plans whether it be on the buy-side or sell-side. We act as a strategic advisor to our clients in the truest sense."

Ms. Gridley's opening presentation can be viewed at www.gridleyco.com/what-we-think/resources/ .

Her remarks were followed by four insightful panels and a fireside chat:

E-COMMERCE PANEL: BILLION DOLLAR BABIES IN THE NEW E-COMMERCE WORLD

Moderator: Linda Gridley, President and CEO, Gridley & Company LLC

Panelists: Michael DeSimone, CEO, FiftyOne
Paul Hurley, CEO, Ideeli
Jonty Kelt, CEO, Group Commerce
Michal Kogon, CEO, Definition 6
Ben Lerer, Founder & CEO, Thrillist
Florent Peyre, VP- Business Development, Gilt City

AD-OPTIMIZATION PANEL: THE "A" TEAM TALKS

Moderator: Marc Kiven, Founder & Chief Revenue Office, BrightTag

Panelists: Michael Barrett, CEO, Admeld
Scott Knoll, CEO, AdSafe Media
Tom Phillips, President & CEO, Media6Degrees
Tim Suther, Chief Marketing Officer, Acxiom
Curt Viebranz, CEO, Adsummos
Jeff Wood, CEO, aiMatch

FIRESIDE CHAT

Interviewer: Jim Spanfeller, Founder & CEO, Spanfeller Media Group

Keynote: Randy Rothenberg, President & CEO, IAB

SOCIAL PANEL: HOW IT'S ALL CONNECTED

Moderator: Pratik Patel, Vice President, Gridley & Co
Panelists: Reggie Bradford, CEO, Virtrue
Ken Cho, Co-Founder, Spredfast
Mark Cooper, Co-Founder, Offerpop
Chris Cunningham, Co-Founder & CEO, Appssavvy
Al DiGuido, CEO, Zeta Interactive
David Lifson, CEO, Postling
Nihal Mehta, CEO, LocalResponse
Peter Yared, SVP of Apps & Social, WebTrends

VC PANEL- LET'S HEAR IT FROM THE LADIES – NYC VENTURE TRENDS

Moderator: Julie Hansen, President & COO, Business Insider
Panelists: Peg Jackson, Managing Partner, Cava Capital
Marita Makinen, Member of the Firm, Lowenstein Sandler PC
Laura Sachar, Co-Founder, Starvest Partners
Jeanne Sullivan, General Partner, Starvest Partners

After the panels concluded, conference attendees enjoyed a networking lunch, a round of golf, as well as post-event cocktails. In golf highlights, Keith Kaplan, President of North America, Adconion, had a hole in one! That was only the 2nd hole in one in the Gridley golf tournament's 10 year history.

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'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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