

## Gridley Hosts Successful Sixth Annual Information, Marketing, Financial Technology, and Internet Conference



**January 8, 2007 — NEW YORK, NY.** Gridley & Company LLC hosted its Sixth Annual Information, Marketing, Financial Technology, and Internet Services Conference on January 8<sup>th</sup>. The Conference was very well received with over 350 senior executives from approximately 200 different companies in attendance. Attendees included over 115 private companies, approximately 50 public companies and approximately 60 private equity firms focused on companies in our targeted industry sectors.

This year's conference was sponsored by several companies, marking the first time that Gridley has offered conference sponsorships. Gridley would like to thank the companies who helped sponsor the conference: *Valueclick Media* and *TRANZACT* as Platinum sponsors, *Bottlenotes*, *Fidelity National Information Services*, *First Data Corporation*, and *Omnicom Group Inc.* as Gold sponsors, *Authorize.net* as a Silver sponsor, and *3i*, *AOL*, *Gryphon Investors*, *GTCR Golder Rauner*, *Internet Capital Group*, *Oak Investment Partners*, and *TA Associates* as Friends of Gridley sponsors.

The conference was held at the University Club in Midtown Manhattan. The event began with a welcome and opening remarks by Gridley's President and CEO, Linda B. Gridley. Presenters at the conference included 36 private, emerging growth companies in Gridley's targeted industry sectors. Attendees could follow one of the three presentation tracks – Internet / eMarketing Services, Marketing / eMarketing Services, or Financial Technology.

After the morning Private Company Presentations, attendees enjoyed a sit down lunch which featured a presentation summarizing equity and M&A activity as well as Gridley's views on relevant industry trends.

The second half of the conference began with two industry panels entitled "*Financial Technology: Trends in Consumer Data, Fraud, and Financial Security*" and "*Marketing Services: Where Are We in the Evolution?*".

The afternoon continued with more Private Company Presentations, capped by an industry panel titled *"A View from the Buyside – A Year Later"* in which key industry executives discussed their views on what makes private company sellers more or less attractive. The evening concluded with networking cocktails which included a wine tasting by *Bottlenotes.com*.

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

Gridley is a boutique investment bank that provides financial advisory services to companies in the Information Services industry with a specific focus in the following sectors: Financial Technology; Marketing Services; Data Services; Outsourcing Services and Internet Services. Our dedicated industry focus, thoughtful strategic insights and extensive relevant transaction experience differentiate us from other Wall Street firms and lead to successful results for our clients. Gridley & Company LLC was founded in 2001 and is headquartered in New York City.

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