

Gridley Hosts Successful Sixth Annual Summer Networking Event & Client Golf Outing



July 19, 2007 – PURCHASE, NY. Gridley & Company LLC hosted its 6th Annual Summer Networking Event and Golf Outing at the Blind Brook Club in Purchase, New York. Linda B. Gridley, President and CEO of Gridley & Company, LLC provided the welcome and overview discussion on *"The Marketing and Internet Services Deal Environment"*. Following the overview discussion were three panels *"The Evolving Role of Media & Technology"*, *"Marketing on Social Networks"*, and *"Consumer Behavior on the Internet – Lead Generation and Behavioral Targeting"*

The panelists included Alec Gerster, CEO of Initiative Worldwide; Walt Cheruk, Senior Vice President of Digitas Inc.; Larry Weber, Chairman of W2Group Inc.; Don Peppers, Founder of Peppers & Rogers Group; Diane Hessian, President & CEO of Communispace Corporation; Fred Wilson, Partner of Union Square Ventures; Dave Morgan, Founder & Chairman of Tacoda Inc.; Matthew Wise, President & CEO, Q Interactive, Inc.; and Thomas R. Evans, President & CEO, Bankrate, Inc.

A total of 55 individuals from over 40 companies were in attendance at the 6th Annual Event. A networking lunch was next, followed by an afternoon on the golf course. The day's events concluded with cocktails and prizes.

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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