

Gridley & Company, LLC Hosts Successful 8th Annual Summer Networking Event and Golf Outing

Purchase, New York - (July 24, 2009) – Gridley & Company, LLC (“Gridley & Co.”), a specialized New York-based boutique investment bank that provides financial advisory services to companies in the Information Services industry, hosted its 8th Annual Summer Networking Event and Golf Outing at the Blind Brook Club in Purchase, New York yesterday. Top executives from leading companies in marketing, advertising, financial technology, and financial services turned out to network, hear leading executives offer insights into the digital marketplace, and enjoy a few rounds of golf at this historic course.

Linda Gridley, President and CEO of Gridley & Co. provided the welcome and opening remarks once again this year. Mrs. Gridley addressed the current economic, deal and investing landscape, noting the important role strategic matchmaking can play in ensuring the success of emerging digital companies that are building significant platforms in this challenging environment. At the same time, she reflected on the growing appetite by dealmakers to pursue transactions in digital advertising.



Opening remarks were followed by three insightful panels:

1. “Key Characteristics for New Generation Digital Marketing Leadership”
 - o Brett Brewer, President of Adknowledge, Inc.
 - o Don Mathis, Chief Operating Officer of EPIC Advertising
 - o Don Scales, President and CEO of iCrossing, Inc.
2. “Data Insights & Analytics – New Trends & Opportunities”
 - o Jeff Hirsch, President and CEO of AudienceScience Inc.
 - o David Scholes, President and CEO of Targetbase
 - o Joe Zawadzki, CEO of MediaMath, Inc.

3. "Private Equity Perspective: Deals That Are Getting Done & What's In Store for 2010"
 - o Larry Bohn, Managing Director of General Catalyst Partners
 - o Darcy Frisch, Vice President of Strategic Investments of Hearst Interactive Media
 - o Ellen Marshall, Managing Director of CIT Group, Inc.
 - o Alan Spoon, Managing General Partner of Polaris Venture Partners, Inc.

"Our annual Gridley Golf outing gives attendees an opportunity to network in a casual, unique environment that drives relationships and facilitates the exchange of ideas," said Linda Gridley, President and CEO of Gridley & Co. and host of the 8th Annual Summer Networking and Golf Outing event. "We've seen a recent flurry of deals in our space and the huge advertising shift toward digital continues to draw interest, highlighting the ongoing strategic opportunities in our sector. It was a fun and productive day and we thoroughly enjoyed hosting the event."

The three panels were followed by a networking lunch, then an afternoon of golf. The day's events concluded with a networking cocktail hour.

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 1,500 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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