

## Gridley Hosts Successful 5th Annual Information, Marketing & Payment Services Event at the Needham Growth Conference



**January 9, 2006 — NEW YORK, NY.** Gridley & Company LLC hosted its 5th Annual Information, Marketing & Payment Services Event at the Needham Growth Conference on January 9<sup>th</sup> and 10<sup>th</sup>. The Event was very well received with over 400 senior executives from approximately 225 different companies in attendance. Attendees represented over 100 private companies, approximately 50 public companies and approximately 60 private equity firms focused on companies in our targeted industry sectors.

The Private Company Presentations were held on Monday, January 9, 2006 at the University Club in Midtown Manhattan. The event began with welcoming remarks by Gridley's President and CEO, Linda B. Gridley.

Presenters at the Event included 42 private, emerging growth companies in Gridley's targeted industry sectors. After the morning Private Company Presentations, attendees enjoyed a sit down lunch which featured a Gridley "Bubble" Trivia game led by Gridley Managing Director Terence Kawaja. At the end of the lunch, Linda B. Gridley presented "Gridley's Thoughts on 2005 & 2006" which summarized equity finance and M&A activity as well as Gridley's view on relevant industry trends.

The afternoon continued with more Private Company Presentations, capped by an industry panel titled "A View from the Buyside" in which key industry executives discussed their views on what makes private company sellers more or less attractive. The panel included Walter W. Buckley, CEO of *Internet Capital Group*; Daniel P. Finkelman, EVP of Corporate Development and Innovation with *Alliance Data*; Thomas L. Harrison, Chairman & CEO of *Diversified Agency Services* – a division of *Omnicom Group*; Samuel L. Paisley, Chief Administrative Officer of *ValueClick*; Stan M. Sandberg, Vice President with *Gridley & Company LLC*; and was moderated by David Diamond, President of *David Diamond Associates*.

The evening concluded with networking cocktails and an address from Linda Gridley thanking the assembled for attending and encouraging any who could to return the following day attend the

Public Company Presentations at the Needham Growth Conference where Gridley sponsored 25 companies.

**January 10, 2006: Eight Annual Needham Growth Conference.** This Event has become one of the largest conferences in New York for mid-sized technology companies and their institutional investors. Participation from more than 400 technology companies and 2,000 institutional investors was represented at this four-day Event.

### **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.

### **For more information, please contact:**

Linda B. Gridley  
President and CEO  
Email: [linda.gridley@gridleyco.com](mailto:linda.gridley@gridleyco.com)  
Phone: 212.400.9710  
[www.gridleyco.com](http://www.gridleyco.com)