

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



January 15, 2008 — NEW YORK, NY. Gridley & Company LLC hosted its Seventh Annual Information, Marketing, Financial Technology, and Internet Services Conference on January 15th. The Conference was very well received with over 400 senior executives from approximately 250 different companies in attendance. Attendees included over 135 private companies, approximately 50 public companies and approximately 70 private equity firms focused on companies in our targeted industry sectors.

This year's conference was sponsored by several companies, marking the second time that Gridley has offered conference sponsorships. Gridley would like to thank the companies who helped sponsor the conference: *GSI Commerce* as a Platinum sponsor, *Alterian and Bottlenotes* as Gold sponsors, *CIT Group, Oak Investment Partners,* and *Internet Capital Group* as a Silver sponsors, and *3i, ABRY Partners, FTVentures, Great Hill Partners, Green Dot Corporation, Hachette Fillpacchi, JMI Equity Fund, MidOcean Partners, Parago, SourceLink, Spectrum Equity,* and *TA Associates* as Friends of Gridley sponsors.

For the first time, Gridley held a networking dinner for conference sponsors, presenting companies, and clients at The Manhattan Classic Car Club on the evening of January 14th. The conference was held at the Jumeirah Essex House in New York City and began with a welcome and opening remarks by Gridley's President and CEO, Linda B. Gridley. Presenters at the conference included 40 private, emerging growth companies in Gridley's targeted industry sectors. Attendees could follow one of the four presentation tracks – Internet / eMarketing Services, Marketing / eMarketing Services, Financial Technology, or Emerging Growth.

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: Growth and Consolidation Drivers for 2008 and Beyond – Are we at an Inflection Point?"* and *"Internet Services: Where are we Going and When will we get There?"*

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 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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