

Gridley Hosts 1st Annual CRM Networking Event at the Needham Growth Conference



January 7, 2002 — NEW YORK, NY. Gridley & Company LLC hosted its 1st Annual CRM Networking Event at the Needham Growth Conference on Monday, January 7th at the Metropolitan Club on Manhattan's Upper East Side. This event brings together executives of public and private companies, institutional money managers, venture capitalists and industry consultants.

The event consisted of Networking Cocktails followed by a seated dinner. The Keynote Speaker for the evening was Stan Rapp, Chairman of MRM Partners Worldwide (the relationship marketing business of The Interpublic Group of Companies), and author of several books including the *MaxiMarketing Trilogy* and *Max-e-Marketing in the Net Future*. Mr. Rapp's presentation was titled "Welcome to an Uncertain 2002: Overcoming the Disconnects in today's 'Get closely-Connected' CRM Credo." There were 94 people in attendance at this inaugural event.

More than 58 companies attended the CRM Networking Event including presentations from 10 public CRM companies. More than 250 companies attended the Needham Growth Conference, with approximately 1,000 institutional investors in attendance at this three- 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, is headquartered in New York City, and is affiliated with Needham & Company, LLC.

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