

Gridley Hosts Successful 3rd Annual CRM & Financial Technology Event at the Needham Growth Conference



January 5, 2004 — NEW YORK, NY. Gridley & Company LLC hosted its 3rd Annual CRM & Financial Technology Event at the Needham Growth Conference. The Event was very well received with 194 people in attendance; up 40% from the prior year. The attendees represented 135 companies including 77 private companies and 37 public companies. Also in attendance were 21 private equity firms focused on companies in Gridley's targeted industries.

The first-ever Gridley afternoon session of Private Company Presentations was held on Monday, January 5, 2004 at the Metropolitan Club on Manhattan's Upper East Side. The event kicked off with a private lunch in the club's Library for the presenting companies, with a welcome by Gridley's President and CEO, Linda B. Gridley. Ms. Gridley introduced Gridley's affiliation with Needham & Company, and shared how Needham is Gridley's distribution partner for public equity offerings and can offer additional support for larger, public M&A situations. "We're proud to have them as our partner and hope that you will utilize our combined capabilities, particularly around equity underwriting opportunities" said Ms. Gridley.

Warren M. Foss, Head of Equity Capital Markets for Needham & Company, spoke on the current state of the Equity Capital Markets and Needham's capabilities in underwriting growth oriented companies.

Presenters at this Event included 19 private, emerging growth companies in Gridley's targeted industry sectors.

At the conclusion of the Private Company Presentations, David Diamond, President of David Diamond Associates and former Chief Vision Officer for Catalina Marketing Corp. gave a presentation entitled "Loyalty Meets Payment Systems."

Concluding the day's events was a seated dinner during which Martha Rogers, Ph.D. Partner/Co-Founder, Peppers & Rogers Group, gave a Keynote Speech on the topic, "Growing Shareholder Value by Increasing ROC (Return on Customer)."

At the conclusion of the dinner, Linda Gridley thanked the assembled for attending and encouraged as many who could to return the following day to the New York Palace Hotel for the Sixth Annual Needham Growth Conference to sit in on the Public Company Presentations.

January 6, 2004 - Sixth 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, is headquartered in New York City, and is affiliated with Needham & Company, LLC.

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