

## Gridley Hosts Successful 4th Annual Information, Marketing & Payment Services Event at the Needham Growth Conference



**January 10, 2005 — NEW YORK, NY.** Gridley & Company LLC hosted its 4th Annual Information, Marketing & Payment Services Event at the Needham Growth Conference. The Event was very well received with 366 people in attendance representing 233 different companies, up 89% from the previous year's event. These attendees represented 128 private companies and 48 public companies. Also in attendance were 57 private equity firms focused on companies in our targeted industry sectors.

The Gridley afternoon session of Private Company Presentations was held on Monday, January 10, 2005 at the Metropolitan Club on Manhattan's Upper East Side. The event began with a private lunch in the club's Library for the presenting companies, and a welcome by Gridley's President and CEO, Linda B. Gridley, who spoke on the topic, "To Raise Capital, Go Public, or Sell: Why Act Now?"

Presenters at the Event included 26 private, emerging growth companies in Gridley's targeted industry sectors.

At the conclusion of the Private Company Presentations, Andrew W. Jeffrey, Needham & Company Research Analyst in Business Services and Transaction Processing gave a presentation entitled, "Passing the Baton: Last Decades Winners Give Way to a New Generation."

Andrew Jeffrey's talk was followed by a networking cocktail party and then a seated dinner. The Keynote Speaker for the evening was Jack Bowen, General Director for General Motor's Customer Relationship Management Division. Jack was introduced by the CEO of Digitas, Inc., David W. Kenny.

At the conclusion of the Event, Linda Gridley thanked the assembled for attending and encouraged any who could to return the following day to the New York Palace Hotel for the Seventh Annual Needham Growth Conference to attend the Public Company Presentations.

**January 11, 2005: Seventh 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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