

Gridley & Company LLC Strengthens Marketing and eMarketing Services Practice – Don Peppers Joins Advisory



May 1, 2007 — NEW YORK, NY. Gridley & Company LLC is pleased to announce that Don Peppers has joined the firm's advisory board. Don Peppers has been recognized for over a decade as one of the leading authorities on customer-focused relationship management strategies for business. He is also the co-author, with Martha Rogers, Ph.D., of a series of international best sellers that have collectively sold over a million copies in 15 languages. The addition of Don further strengthens the firm's expertise in Marketing and eMarketing Services.

"We are excited to have Don join the advisory board. Don is well known for his thought leadership in the Marketing and eMarketing industries. We are pleased to have him join our advisory board and believe his involvement will strengthen our "knowledge based" investment banking capabilities, said Linda B. Gridley, President and CEO of Gridley & Company LLC.

Don is the founder of Peppers and Rogers, a division of Carlson Marketing Worldwide, the global marketing services arm of Carlson Companies. Pepper and Rogers' most innovative strategic thinking is embodied in their latest book, *Rules to Break, Laws to Follow*, which is expected to be published in the third quarter of 2007. Most recently, their 2005 publication of *Return on Customer* (or ROC) advanced the concepts and tenets of business valuation to the next evolutionary stage, documenting the customer base as a revenue-producing asset for businesses. They are also the authors of the most comprehensive and best-selling graduate level text book on CRM, *Managing Customer Relationships*, published by Wiley in 2004. Peppers and Rogers are frequently recognized for their intellectual contributions to business thinking.

The Times of London cited Peppers among their "Top 50 Business Brains," and the United Kingdom's premier marketing organization, the Chartered Institute for Marketing, cited him among their inaugural listing of the 50 "most influential thinkers in marketing and business today." He has been ranked by Accenture's Institute for Strategic Change among the global "Top 100 Business Intellectuals" for two years running, and Business 2.0 Magazine has named him one of the "foremost business gurus of our times. *Gridley & Company LLC served as the advisor to the company in its 2003 sale to Carlson.*

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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