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PALAZZO

ADVISORY | ACQUISITION

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**Philip Palazzo, Jr. Launches PALAZZO, an Advisory and Acquisition Firm**

*Creating Value and Wealth for Owners and Stakeholders in  
Marketing Services, Interactive, Information and New Media Companies*

NEW YORK, September 30, 2009 – Philip Palazzo, Jr. today launched PALAZZO, a financial advisory and acquisition firm for the marketing services, interactive, information and new media industries.

The firm offers a full spectrum of advisory and acquisition services, including performance improvement, executive compensation and strategic consulting that helps owners and stakeholders in marketing services companies to maximize the value of their business and their brand.

“What sets PALAZZO apart is our ability to create value for marketing services business owners wherever they are in the business cycle,” said Philip Palazzo, Jr., President. “Our services are designed to assist the six-month old firm new to the marketplace, as well as the more mature business preparing for sale.”

On the advisory side, he noted that the firm has in-depth, hands-on experience running day-to-day agency and marketing services operations that gives PALAZZO uncommon insight into the issues, opportunities and challenges owners encounter at various stages of growth. On the acquisition side, PALAZZO’s experience as owner-seller, buyer and advisor gives the firm experience that cannot be matched by traditional investment bankers.

“Most of our competitors are investment bankers who haven’t worked a day inside a marketing services company. They are structured to process transactions, and then move on to the next assignment. By contrast, PALAZZO is committed to forging and sustaining enduring client relationships throughout the lifecycle of a business,” he said.

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Phil Palazzo brings more than 25 years of operations experience in the advertising and marketing services industry to the new venture. He spent 18 years at the legendary ad agency, Ammirati Puris Lintas (a former subsidiary of the Interpublic Group of Companies, Inc.), and its predecessor agency, Ammirati & Puris, where he rose to the position of President, International Operations of one of the world's ten largest advertising agency networks. Following Ammirati Puris Lintas, Palazzo was President and Chief Executive Officer of MC<sup>2</sup>, one of the nation's leading providers of corporate events, meetings, exhibits and environments.

For the past five years, Palazzo was a Partner and Managing Director of AdMedia Partners, a mergers and acquisitions advisory firm.

Palazzo is joined in his new venture by an advisory board with unparalleled experience in the marketing services marketplace that spans traditional advertising, market strategy and research, digital, health and pharmaceutical, and online and offline media. His advisors include:

- Jackie Herr, Founder and CEO of Ignite Health, a leading, full-service healthcare marketing agency;
- Michael Lotito, Founder and CEO of independent media analysis and benchmarking firm Media IQ, formerly President and COO of media agency Initiative North America;
- Martin Puris, former Chairman and CEO of Ammirati Puris Lintas, currently Chairman and CEO of puris.bernbach.partners;
- Barry Wacksman, Chief Growth Officer at R/GA, the world's foremost digital marketing agency; and
- Vivian Young, Partner at Prospero, a highly regarded marketing strategy firm, formerly Chief Strategy Officer at Ammirati Puris Lintas.

PALAZZO is located at 415 Madison Avenue, 15<sup>th</sup> Floor, New York, NY 10017. The firm's telephone number is (646) 673-8625. Its web address is [www.palazzonyc.com](http://www.palazzonyc.com).

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