

Agency Contact:
Michael Cargill
(212) 836-4206
mcargill@marstonpr.com

PALAZZO Announces Formation of a Board of Advisors

Five senior executives to advise firm on marketing, interactive, and new media issues

New York, NY – October 1, 2009, PALAZZO Advisory & Acquisition today announced it has appointed five senior executives to advise the firm on the challenges and opportunities confronting owners and managers in the marketing services, interactive, information, and new media industries.

“It is not unusual for firms operating in this space to have boards,” says PALAZZO founder Philip A. Palazzo, “but most are ceremonial, not substantive. “The people on the PALAZZO board, however, are a true working group, well positioned to provide hands-on, real world counsel that complements the firm’s experience.”

The group, representing a broad array of both consumer and business-to-business disciplines, includes:

- **Jackie Herr**, Founder and CEO of Ignite Health, a leading, full service healthcare marketing agency.
- **Mike Lotito**, Founder and CEO of independent media audit company Media IQ, formerly President and COO of media agency Initiative North America.
- **Martin Puris**, former Chairman and CEO of Ammirati & Puris, currently chairman and CEO of Puris and Bernbach.
- **Barry Wacksman**, Chief Growth Officer at R/GA, the world’s foremost digital marketing agency.
- **Vivian Young**, a Partner at the highly regarded marketing strategy firm Prospero, formerly Chief Strategy Officer at Ammirati Puris Lintas.

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“I founded our firm based on the premise that owners and managers in all marketing disciplines – from traditional advertising, to digital, to media and healthcare – will at some point in their business lifecycle want assistance,” continues Palazzo. “I’ve designed our firm to ensure we are well-positioned to provide what’s needed; the board of advisors is simply another reflection of this.”

For more information, or detailed biographies on the advisors, please visit www.palazzonyc.com.

About PALAZZO Advisory & Acquisition

PALAZZO is the financial advisory and acquisition firm that creates value and wealth for owners and stakeholders of marketing services, interactive, information, and new media companies.

PALAZZO’s suite of advisory and acquisition services, combined with our proven track record of delivering superior results, makes the firm an ideal partner for companies intent on improving performance, or considering an acquisition or sale.

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