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**PHILIP PALAZZO HELPS AGENCIES *BUILD VALUE* AS SPEAKER
AT THE AAAA'S TRANSFORMATION 2010 CONFERENCE**

February 23 (New York) – Philip Palazzo, Jr., Founder and President of PALAZZO Advisory | Acquisition (www.palazzonyc.com), a financial advisory firm serving marketing services, interactive, information, and new media companies, will be speaking at the American Association of Advertising Agencies' [Transformation 2010](#) conference in San Francisco. On February 28, Palazzo will conduct an in-depth discussion on "Building Value" for today's advertising agencies.

"In today's economy, one of the biggest challenges agencies face is how to effectively round out their portfolio," said Palazzo. "I look forward to sharing how companies can rethink their approach to growth, whether through organic development or acquisitions, and providing tips they can use for success."

In addition, Palazzo will discuss the latest trends in executive compensation, mergers and acquisitions, as well as what companies should be considering as they transform their businesses and build value in 2010.

About Transformation 2010

Transformation 2010 is an amalgamation of the 4A's Media and Leadership Conferences and presents one of the premier thought-leadership venues for the industry. It's a unique opportunity to listen to leaders who have first-hand experience in transforming their own businesses to meet the emerging needs of a new era. To find out more about the American Association of Advertising Agencies and this conference, visit www.aaaa.org.

About PALAZZO

PALAZZO is among the nation's leading financial advisory firms, working with a wide range of marketing services, interactive, information, and new media companies. The company draws on founder Phil Palazzo's unrivaled depth of industry knowledge, combined with extensive merger and acquisition related experience, to create value and wealth for owners and stakeholders. Known for the quality of its counsel, the skill of its negotiations, and the commitment of its people to outstanding client service, PALAZZO advises a host of leading independent marketing services and interactive companies. For more information, visit www.palazzonyc.com.

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