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**PALAZZO APPOINTS BRAD BRINEGAR, MCKINNEY CHAIRMAN
AND CEO, TO BOARD OF ADVISORS**

NEW YORK – March 18, 2010 – PALAZZO Advisory | Acquisition (www.palazzonyc.com), a financial advisory firm serving marketing services, interactive, information, and new media companies, today announced that advertising industry veteran Brad Brinegar, Partner, Chairman and CEO of McKinney, has been appointed to the firm’s Board of Advisors. Brinegar joins a distinguished group of marketing and advertising professionals to advise PALAZZO on challenges and opportunities facing today’s agency owners and executives.

“I appreciate the opportunity to join an active board like PALAZZO’s that brings the best of the industry together to ensure optimum performance,” said Brinegar. “Phil has a long and proven history in the advertising space and understands the value of hands-on, real-world counsel to management teams and their companies.”

Brinegar’s track record at McKinney illustrates his industry acumen. During his tenure, he’s doubled the size of the North Carolina-based agency and has been integral in establishing McKinney as one of the agencies leading the convergence of off line and on line media. Brinegar is founding chairman of the agency advisory board of the Interactive Advertising Bureau and serves on the board of directors of the American Association of Advertising Agencies. He joins four other accomplished individuals on the PALAZZO board of advisors:

- **Jackie Herr**, Founder and CEO of Ignite Health, a full-service healthcare marketing agency.
- **Mike Lotito**, Founder and CEO of independent media audit company Media IQ, former President and COO of media agency Initiative North America.
- **Martin Puris**, CEO of Engine USA, former Chairman and CEO of Ammirati & Puris.
- **Vivian Young**, Partner at the marketing strategy firm Prospero.

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“This is a substantive, working board that complements the firm’s experience and helps drive best-in-class advisory services,” said Philip Palazzo, Jr., Founder and President of PALAZZO. “We are honored that Brad accepted this role and will be an active member for the benefit of our clients and our brand.”

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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