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PHIL PALAZZO HELPS EXECUTIVES *BUILD SHAREHOLDER VALUE* AT THE AAAA'S PLATINUM FORUM

October 15, 2010 (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, leads a C-Suite focused discussion at the American Association of Advertising Agencies' Platinum Forum in Scottsdale, Arizona on October 15. The presentation provides senior executives of advertising agencies how-tos and insights on "Building Shareholder Value" and identifying growth opportunities.

"With M&A on the rise, it is imperative for agency leaders to understand what creates interest in and drives valuation of a company," said Palazzo. "Executives need to be aware of the multiple facets that play into building value, as well as trends in the marketplace, when considering growth and compensation strategies."

Palazzo's talk will also cover the latest trends in agency executive compensation and mergers and acquisition, providing his audience with a clear understanding of what to consider as they plan for growth in the coming year.

The Platinum Forum is part of a meeting series focused on sharing critical trends and information affecting today's agency leaders.

About PALAZZO

PALAZZO is among the nation's leading M&A and financial advisory firms, working with a wide range of marketing services, interactive, information, and new media companies. 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. The firm's unrivaled depth of industry knowledge, combined with its extensive merger and acquisition related experience, make it uniquely qualified to create value and wealth for owners and stakeholders. For more information, visit www.palazzonyc.com.

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