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## **PALAZZO ADVISES ENGINE USA ON ACQUISITION OF DEEP FOCUS**

**New York, NY** -- October 20, 2010 -- PALAZZO Advisory | Acquisition ([www.palazzonyc.com](http://www.palazzonyc.com)), a leading M&A and financial advisory firm serving marketing services, interactive, information and new media companies, acted as financial advisor to Engine USA, the newly formed communications and marketing services group, in its acquisition of Deep Focus, the New York-based full-service interactive marketing agency. Terms of the agreement were not disclosed.

“Engine has a history of successful innovation and collaboration in the U.K. that it has now brought to the U.S.,” said PALAZZO’s Founder and President Philip Palazzo, Jr. “Deep Focus’ culture and reputation for break-through digital solutions make it a great fit for Engine USA.”

Martin Puris, Chief Executive Officer of Engine USA said, “Deep Focus is the first and in some ways the most critical step in a journey that will, over time, bring together a number of exceptional partners representing all the disciplines necessary to market effectively in the new world.”

“Digital must be the heart and head of Engine,” said John Bernbach, COO of Engine USA. “Digital is more than technology; it’s a metaphor for a new way of thinking. Consumers have changed, clients are desperately seeking change, the baggage-laden communications sector has lagged behind both. And that’s why beginning with a digital group as talented and admired as Deep Focus is so significant.”

Deep Focus, led by Founder and CEO Ian Schafer, is Engine USA’s first acquisition. The agency’s clients include Microsoft, Nintendo, Diageo, AMC, Weight Watchers, Bulgari, The Museum of Modern Art, Samsung and ESPN, among many others, and are known for such memorable recent efforts as “Mad Men Yourself” (AMC) and the first brand integration into Zynga’s FarmVille (Bing).

This deal reflects a determined effort by Engine USA, part of the Engine Group, London’s largest independent communications and marketing company, to transplant the same culture of innovation and collaboration that’s been so remarkably successful in London.

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Engine USA was established in New York in February 2010 with Puris as CEO and Bernbach as COO. PALAZZO Advisory | Acquisition served as financial advisor to Engine in this transaction as well.

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#### **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](http://www.palazzonyc.com).*

#### **About ENGINE**

*Engine was established in 2005. Today 600 people work in Engine, across 12 different communications companies operating in disciplines including digital communications, advertising, direct marketing, public relations and strategy consultancy. [www.theenginegroup.com](http://www.theenginegroup.com)*

#### **About Deep Focus**

*Deep Focus is a full-service, interactive marketing agency, founded in 2002. Its focus is on measurable, results-driven engagement. Its vision is to bring brands closer to people and people closer to each other through experiences that are fueled by unbiased, strategic, and effective communications, creative, and media strategies. [www.deep-focus.net](http://www.deep-focus.net)*