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PALAZZO ADVISES ENGINE USA ON ACQUISITION OF NOISE

NEW YORK – December 10, 2010 -- PALAZZO Advisory | Acquisition (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 young-adult marketing agency, Noise. Terms of the agreement were not disclosed.

“The purchase of Noise brings to Engine crucial expertise in the 18 to 34 year-old market,” said PALAZZO’s Founder and President Philip Palazzo, Jr. “They offer a fearless approach to innovation and are a forerunner of marketing trends making the agency a perfect fit to Engine’s growing stable of companies.”

Martin Puris, Chief Executive Officer of Engine USA said, “The size and purchasing power of the young adult market is extraordinary, and we think it has mostly been underserved, with no one until Noise really focusing on it as a whole.”

Noise was co-founded by CEO and chief creative officer Noah Kerner. Among its many creations, Noise launched Facebook’s API feed and its first “application,” paving the way for the social networking application movement. It also created vitaminwater’s flavorcreator, an interactive Facebook platform that allowed users to decide the flavor, vitamins and design of the next vitaminwater. *Forbes* selected the program as one of the top 20 social programs of all time.

“Noah has set himself apart with the way he has approached the business,” said John Bernbach, COO of Engine USA. “Given the fact that he has focused Noise on the 18-to-34 demo, and utilizes any creative platform necessary to reach that audience, whether it is a new product, game, packaging, or online experience, the company cannot be categorized or defined by tradition, which we view as vital to its ongoing success.”

Engine USA’s purchase of Noise is its second acquisition this year; in October, the company bought digital agency Deep Focus. Engine USA launched in February 2010 as the stateside partner to Engine UK. PALAZZO advised Engine USA management on the Deep Focus deal and was counsel to Engine USA’s management team on the U.S. launch.

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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 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.

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

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