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## **PALAZZO Advises Seidler Bernstein in Sale to Kelley Habib John**

NEW YORK – February 16, 2011 – 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 healthcare marketing communications firm, Seidler Bernstein, which was purchased by Boston-based strategic brand activation firm, Kelley Habib John (KHJ). The terms of the agreement were not disclosed.

“Putting KHJ's depth of expertise as a provider of strategic consulting and brand communications in the healthcare provider and payor sides alongside Seidler Bernstein's depth of experience in medical device and diagnostics, is a natural pairing,” said PALAZZO's Founder and President Philip Palazzo, Jr. “Seidler Bernstein's capabilities will help KHJ become a healthcare brand powerhouse, by joining extensive business and consumer marketing know-how in every segment of the new healthcare economy.”

Over the last 18 years, Seidler Bernstein has become a preeminent healthcare and life technology agency serving industry-leading brands such as Blogen Idec, Cynosure, Millipore and Smith & Nephew, among others.

"This wasn't a decision we took lightly," said Kathleen Bernstein, president of Cambridge, Massachusetts-based Seidler Bernstein. "With the guidance of PALAZZO, we realized what powerful solutions we could provide by combining our efforts, which made it an easy decision. The new KHJ will have a 360-degree view of healthcare which will provide an integrated context that will benefit our clients. We are truly excited about the new opportunities that we'll be able to offer our current and prospective clients."

The combined firm will be called "KHJ" and will be located at KHJ's current offices in Boston.

### **About PALAZZO Advisory | Acquisition**

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

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