



For Immediate Release

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**PALAZZO Advises Luckie & Company on Acquisition
of Data Analytics Firm Integrative Logic**

NEW YORK – July 12, 2011 – 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 marketing communications agency Luckie & Company in its acquisition of Atlanta-based, data analytics marketing firm Integrative Logic (IL). The terms of the deal were not disclosed.

“Joining Integrative Logic’s data capabilities with Luckie’s integrated marketing expertise is a smart pairing and natural evolution for these companies,” said PALAZZO’s Founder and President Philip Palazzo, Jr. “IL will add its proven experience in strategic business intelligence to Luckie’s broader range of regional and national marketing initiatives to increase overall effectiveness of the programs.”

IL is a data-driven marketing firm that analyzes consumer buying behavior. The IL team digs deep into geodemographic and behavioral sales data that will allow Luckie to create more targeted advertising, direct marketing, public relations, digital and social media programs that to help clients achieve a higher return on investment.

“We want to offer clients a key service they can’t get from most other agencies,” said Luckie & Company CEO Tom Luckie. “With the guidance of PALAZZO, we realized that the combination of Integrative Logic’s business intelligence expertise and Luckie’s brand-building practice will give consumer and B2B brands a true market differentiator and a stronger competitive advantage.”

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.

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