



For Immediate Release

Contact: Michael Murray
DiGennaro Communications
212.966.9526
mmurray@digennarony.com

PALAZZO ADVISORY | ACQUISITION FORMS PARTNERSHIP WITH THE SOCIETY OF DIGITAL AGENCIES (SoDA)

NEW YORK -- July 26, 2011 – PALAZZO Advisory | Acquisition (www.palazzonyc.com), a leading M&A and financial advisory firm serving marketing services, interactive, information and new media companies, today announced its partnership with the Society of Digital Agencies (SoDA) as exclusive M&A partner and resource to its members.

Throughout the next year, PALAZZO will provide advice and thought leadership to SoDA's growing constituency of digital agencies on the issues, opportunities and challenges C-level executives face regarding M&A. As a SoDA partner, President and Founder Phil Palazzo, Jr., will be accessible to members to answer questions related to building value in today's market, as well as share insights through writing and speaking engagements.

"During my 30 years serving the marketing services industry, I've never seen a more exciting time of convergence and opportunity for the digital sector," said Palazzo. "It's imperative for agency leaders to have a trusted resource like SoDA that provides opportunities to learn and network. We're proud to be associated with such a respected organization and to bring our financial expertise to this amazing group of digital leaders."

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,

P

A|A

make it uniquely qualified to create value and wealth for owners and stakeholders. For more information, visit www.palazzonyc.com.

About the Society of Digital Agencies

The Society of Digital Agencies (SoDA) serves as a voice for digital marketing professionals worldwide with a mission to advance the industry through Best Practices, Education, and Advocacy. SoDA is the largest non-profit association of digital agencies in the world, with over \$350 million in combined annual revenues, offices in 22 countries and in excess of 2,500 staff members.

For more information, visit www.SoDAspeaks.com.

###