



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

**PHILIP PALAZZO, JR., TO SPEAK ON BUILDING VALUE
AT THE SOCIETY OF DIGITAL AGENCIES' GLOBAL MEMBER MEETING**

NEW YORK -- August 7, 2011,-- PALAZZO Advisory | Acquisition (www.palazzonyc.com), leading M&A and financial advisory firm serving marketing services, interactive, information and new media companies, announced today that Founder and President Philip Palazzo, Jr., will speak at the Society of Digital Agencies' (SoDA) Global Member Meeting on August 10, 2011, in Las Vegas, Nevada.

Palazzo will discuss key factors in building financial value, as well as present best practices in approaching mergers and acquisitions for today's digital agencies. From sharing buyer-perspective insights to implementable strategies for success, Palazzo will offer agency owners the chance to gain a better understanding of how to approach the buying and selling process.

"Agency leadership needs to be aware of the multiple facets that go into building a financial portfolio that attracts buyers, as well as the timing it takes to do it," said Palazzo. "SoDA's Global Member Meeting is a great event to discuss this side of the business as so many of its members can benefit from this information."

In addition to speaking at SoDA's annual event, Palazzo will be on hand to answer specific questions and conduct one-on-one discussions with attendees. To learn more about PALAZZO's partnership with SoDA, visit www.palazzonyc.com.

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

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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.