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PHIL PALAZZO & IAN SCHAFFER GIVE A BEHIND THE SCENES LOOK INTO THE M&A PROCESS TO THE SOCIAL MEDIA SOCIETY

October 24, 2011 (New York) – Philip Palazzo, Jr., Founder and President of PALAZZO (www.palazzonyc.com), a full service investment bank with a singular focus on creating value and wealth for owners and stakeholders of marketing services, interactive, digital, information, and new media companies, partnered with Deep-Focus' CEO and Founder Ian Schaffer to give a joint presentation to the Social Media Society titled, "The M&A Process through the Eyes of Buyer and Seller".

A year ago, Engine USA acquired New York-based interactive marketing agency Deep Focus with PALAZZO acting as financial advisor to Engine USA. Today, Phil and Ian presented to an audience of C-level executives and entrepreneurs about the process of buying and selling a company. With Phil representing the buyer and Ian the seller, the two discussed what prospective buyers value in a potential acquisition and the strategy behind building a company that will sell.

Palazzo and Schaffer's talk will also covered the latest trends in mergers and acquisition, providing the audience with a clear understanding of market valuations from the current universe of buyers.

The Social Media Society is an association dedicated to the use of social media as a powerful communication channel and marketing platform. Their mission is to connect people: marketers, agencies, solutions providers and knowledge seekers through education and unique networking events.

About PALAZZO

PALAZZO is a full service investment bank with a singular focus on creating value and wealth for owners and stakeholders of marketing services, interactive, digital, 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.