



***SILVERWOOD PARTNERS ADDS SENIOR WEB ADVERTISING EXECUTIVE TO TEAM –  
DAVID GILBY JOINS FIRM AS INDUSTRY ADVISOR***

**SHERBORN, MA – December 2, 2008** – Silverwood Partners, a specialized digital media technology investment banking firm, announced that David Gilby has joined the firm as an Industry Advisor focused on the media technology sector.

Mr. Gilby has spent the last 15 years working in online advertising sales, marketing, business development, and product management for new and traditional media outlets. He has been a featured speaker on the topics of advertising, streaming media, search, and subscription models at numerous digital media and search conferences in Europe, Asia, and the United States. Mr. Gilby started his new media career helming some of the very first video webcasts in the advertising and music industry. Most recently, Mr. Gilby was the Chief Revenue Officer of an online video platform that serviced over 10,000 video web publishers and served over 30 million ad impressions a month. Mr. Gilby was also an early member and Vice President of Advertising Strategy for ChaCha Mobile Search Inc. and oversaw all advertising strategy and revenue for the search service that has gained national exposure and is now the #2 most popular SMS search service behind Google. Mr. Gilby previously held various positions at Entriq Inc., NaviSite Streaming Media, Inc. (now owned by Akamai), MP3.com, and Sony Pictures Entertainment.

“David Gilby has an extensive knowledge of revenue management for digital media businesses from the earliest days of video use on the Internet. Developments in the business models and underlying technology platforms for Web advertising are essential considerations for any enterprise that is deploying video on the Internet. We are in an evolutionary phase where the business of video on the Internet has yet to catch up with technological advancements. The Internet will increasingly deliver a viewing experience that is unmatched in terms of relevance, timeliness and quality for each individual. The producers, consumers and revenue sources for media publishing will be relatively constant, however, the reallocation of the advertising spend will continue to force change on the media and advertising industries and the technology providers to those industries,” said Jonathan Hodson-Walker, Managing Partner of Silverwood Partners.

“Silverwood Partners has an understanding of the business drivers underpinning the media technology industry that is unmatched by other investment banking firms, large or small. Ultimately subscription and advertising revenue support media businesses and the technology that is deployed for any publishing experience, whether traditional or Internet-based. A proliferation of Web media outlets has created an explosion of Web publishers with subtly different revenue opportunities. As Web advertising technology evolves to meet the needs of the broader market, I know that Silverwood Partners will be actively involved in facilitating strategic M&A for the industry’s leading players. I look forward to working with the firm through the next wave of change in the industry,” commented Mr. Gilby.

***About Silverwood Partners***

Silverwood Partners is a sector focused investment bank that provides M&A and private capital raising advisory services to information, communications, financial services, and digital imaging technology companies, and healthcare, industrial and consumer companies. Silverwood delivers acquisition, divestiture or corporate sale advisory, strategic-financial advisory and institutional

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**SILVERWOOD PARTNERS**

Silverwood Farm Place, 32 Pleasant Street, Sherborn, MA 01770

Tel: 508.651.2194 • Fax: 508.651.9590

[www.silverwoodpartners.com](http://www.silverwoodpartners.com)

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financing services to companies in its targeted business sectors. For additional information, visit Silverwood's Website at [www.silverwoodpartners.com](http://www.silverwoodpartners.com).

***Press Contact***

Jonathan Hodson-Walker, Managing Partner, Silverwood Partners  
T. 508-651-2194, E. [jhw@silverwoodpartners.com](mailto:jhw@silverwoodpartners.com)