

AGENDA / MORNING SESSIONS

8:45 WELCOME

9:00-9:25 2007'S TOP DEALS AND DEALMAKERS

DeSilva+Phillips reviews the top deals and dealmakers of 2007, the valuations and value-drivers.

9:25-10:05 B2B MEDIA

Insiders discuss the biggest B2B deal of the year (Advanstar), one of the most significant B2B digital deals (AllBusiness.com) and one of the year's most successful IPOs (Dolan Media).

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MODERATOR: CHARLES E. ENGROS, JR., Managing Partner, Morgan, Lewis & Bockius, LLP

JAMES P. DOLAN Chairman, President & CEO, Dolan Media Company

JOSEPH LOGGIA Chief Executive Officer, Advanstar Communications, Inc.

KATHY YATES Chief Executive Officer, AllBusiness.com

10:05-10:25 SPOTLIGHT INTERVIEW

Her career has taken her from traditional media (*The New York Times*) to Doubleclick, Yahoo! and now Martha Stewart Living Omnimedia. **Wenda Harris Millard** (interviewed by **Rafat Ali** of paidContent) will discuss how she is positioning MSLO for new growth.

10:25-10:45 COFFEE/NETWORKING

10:45-11:25 DIGITAL MEDIA

The thinking behind the latest moves in online advertising dealmaking—by the insiders.

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MODERATOR: HENRY BLODGET, CEO, Co-Founder & Editor-in-Chief, *Silicon Alley Insider*

MICHAEL T. GALGON Chief Advertising Strategist, Microsoft (and Co-Founder, aQuantive)

DAVID ROSENBLATT Chief Executive Officer, DoubleClick, Inc.

11:25-12:15 BLOCKBUSTER DEALMAKERS

Some of the shrewdest dealmakers have made major moves in consumer, B2B and advertising—moves that may lead to further transactions. **Andrew Ross Sorkin**, Chief M&A Reporter and Columnist Assistant Editor-Business & Finance for *The New York Times*, interviews them on the prospects for 2008 and the activity they expect to see in their own sectors.

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PETER EZERSKY Managing Principal, Quadrangle Group LLC

PEGGY KOENIG Managing Partner, ABRY Partners, LLC

STRAUSS ZELNICK Partner, ZelnickMedia

AGENDA / AFTERNOON SESSIONS

12:15-2:15 LUNCH

1:30-2:00 LUNCH KEYNOTE INTERVIEW

CHRIS SARIDAKIS

CHIEF DIGITAL OFFICER/SVP
GANNETT, INC.

INTERVIEWER: LORNE MANLY

FILM EDITOR

THE NEW YORK TIMES

Lorne Manly will be asking Chris Saridakis about Gannett's plans to expand global digital operations for the company's 85 daily newspapers (including *USA Today*), its 1,000 other publications and 23 television stations.

2:15-2:55 CONSUMER MEDIA

The year 2007 was one of the most active for consumer deals in many years. The authors of three of the most notable deals discuss the acquisitions of Modern Luxury, *The Daily Racing Form*, and Fox Digital's acquisition of Beliefnet.com.

MODERATOR: RICHARD MORGAN

Assistant Managing Editor, *The Deal*

JOHN A. BATES Principal, Arlington Capital Partners

JOSHUA L. GUTFREUND General Partner, Clarity Partners, LP

STEVE WALDMAN Editor-in-Chief, President & Co-Founder, Beliefnet

2:55-3:25 WELCOME TO THE DEMAND-BASED AUCTION ECONOMY

Dr. Jim Taylor, Vice Chairman of the Harrison Group Inc., a distinguished market research firm, will discuss research into the interplay of traditional and online media and how these forces have affected the consumer purchasing decision process, media attentiveness and spend power.

3:25-3:40 COFFEE/NETWORKING BREAK

3:40-4:20 HOW THE INTERNET BUSINESS MODELS THAT WORK, WORK

The founders of three online properties that emerged as big winners in 2007 discuss new Internet business models, interviewed by a veteran of the first generation of Internet businesses (and former CEO of WebMD), **Roger Holstein**, Managing Director of Vestar Capital Partners.

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SAMIR ARORA Founder, Chairman & CEO, Glam Media, Inc.

SHAWN COLO Co-Founder & Head of M&A Demand Media

KEVIN P. RYAN CEO & Co-Founder, AlleyCorp

4:20-5:00 SUCCESSFUL TRANSITIONS FROM TRADITIONAL MEDIA TO THE INTERNET

These high-profile traditional consumer media companies are all making big moves to secure a major footprint in digital media. They discuss the choices they've made and the mistakes they've avoided.

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MODERATOR: JAY MACDONALD Partner, DeSilva+Phillips

PHILIPPE GUELTON EVP & COO,
Hachette Filipacchi Media U.S.

MICHAEL J. KELLY Chairman of the Board, EyeBlaster, Inc.

RYAN SHEA VP/Corporate Publisher, Entrepreneur Media Inc.

5:00 COCKTAIL RECEPTION