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NEW YORK Jan. 9 /PRNewswire/ -- Grey Flannel Digital (GFD) www.greyflanneldigital.com, the new joint venture between Interevco www.interevco.com and Capital Strategies www.capital-strategies.com has been formed to leverage the depth of experience each brings to helping companies achieve profitable, sustainable online strategies within this rapidly changing digital and financial environment. GFD's experience comes from over 50 years of high level advertising and strategic consulting. Interevco brings its expertise in the digital marketing and sales areas while Capital Strategies brings management, operational, and financial expertise in attaining and sustaining profitability in this kinetic environment.

Grey Flannel Digital is exclusively focused on helping Publishers develop and implement successful online strategies. The GFD is equipped to serve publishers on many different levels from initial strategy through implementation and revenue management including; custom research, site design optimization, growth strategies, leveraging business opportunities, SEO/SEM management, sales potential, syndication review.

Given the fragmentation of the digital space and the proliferation of sites, both companies saw the need for a sophisticated organization that can help re-launch existing sites as well as incubate newer companies.

Interevco has deep roots in the online world having built profitable online businesses for Prevention, eUniverse, Marvel, FHM, Guideposts to name a few online publishers...Capital Strategies has helped companies such as ContextWeb, The Generations Network, ConEd, Enlogix, Emporis, Vision Advance, Columbia Presbyterian Hospital, and Arecont Vision.

For more information visit <http://www.greyflanneldigital.com/> Joang@interevco.com

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