



JROCKET MARKETING WINS CONTRACT WITH MANUFACTURING TECH LEADER FPX

FPX Undertakes 90-Day JRocket Plan-IT Exercise to Optimize Go-to-Market Strategy

SAN DIEGO, CA (Feb. 10, 2010) -- JRocket Marketing LLC, a provider of outsourced chief marketing officer services for technology companies, announced today that it has signed manufacturing technology leader FPX to a 90-Day JRocket Plan-IT contract. FPX is based in Minnesota and has additional offices in Texas, California, London and Hong Kong. The company is known for its market leadership in the quote-to-order and quote-to-configure solutions for high tech manufacturing solutions.

JRocket Marketing will help FPX optimize its go-to-market strategy and position aggressively for competitive success. FPX executives say they were referred to JRocket Marketing by industry technology analysts who had observed the work of the company's President, Judith Rothrock, over a period of several years.

"FPX has been seeking a perfect fit for its marketing partner and believes we have found that in Judith. We had heard about Judith's past marketing successes from the analysts, but we weren't prepared for her energy level and passion about aggressively moving us forward," said FPX CEO Audrey Spangenberg. "We are still arguing internally whether it was a coincidence or not that my BlackBerry short circuited during her presentation and never recovered."

Rothrock, who founded JRocket Marketing in 2001, has since repositioned more than two dozen technology companies in the enterprise technology sector. The company sells two standardized products, JRocket Plan-IT, a 90-Day program for optimized market positioning, and JRocket Nitro, a 12-month technology analyst relations program. In many companies, Rothrock also simultaneously serves as the company's acting Chief Marketing Officer.

"Technology companies are starved for productive marketing leadership that delivers tangible, measurable results in a rapid time period," Rothrock said. "Too often companies are taking on expensive, full-time talent that has the right prior titles and company names on resumes, but frequently includes candidates with deep sales or product marketing experience. Sales executives lack training on how to segment individual marketing programs to the five distinct marketing audiences, and product marketing execs are more R&D focused. Or, companies hire strategic leaders from think tanks, with no hands-on, tactical marketing training or rapid writing/communications credentials. So, these leaders can think strategically, but can't quickly translate that strategy into written tactical marketing elements. Companies then need to hire additional people internally or externally to shore up these deficiencies, stalling the marketing execution process and making change unbearably slow. JRocket Marketing does this entire process from start to finish in just 90 days."

Prior to founding JRocket Marketing, Rothrock previously held titles of Chief Marketing Officer, Vice President of Marketing and/or Senior Director of Marketing for such companies as Lawson, Hyperion, Ceridian and Prescient Markets (acquired by SunGard). Since relocating the company from the greater New York area to the San Diego area in 2004, JRocket Marketing billings have more than tripled.

JRocket Marketing LLC is based in Rancho Santa Fe, a suburb of San Diego. More information on JRocket Marketing is available at www.jrocketmarketing.com or by contacting Judith Rothrock, President, JRocket Marketing at 858-847-9840.

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