



**TECH LEADERS ANNOUNCE CLOUD, COLLABORATION AND INFRASTRUCTURE STRATEGIES
AT JROCKET MARKETING GRAPE ESCAPE™ 2010 EVENT**

FinancialForce, Meridian Systems, SYSPRO and UNIT4 Showcase News to 2 Dozen Global Analysts

BOSTON (June 21, 2010) – JRocket Marketing LLC, a provider of chief marketing officer services for technology companies, announced today that cloud, collaboration, analytic and infrastructure software news drew more than two dozen industry technology analysts to the JRocket Marketing Grape Escape™ event June 17. The 10th Grape Escape was held at Boston's Calderwood Pavilion Huntington Theatre and featured the CEOs of technology leaders Financial Force, Meridian Systems, SYSPRO and UNIT4, who were accompanied by customer speakers from the Wi-Fi Alliance, Walt Disney Imagineering, Lee Spring and Augsburg College.

JRocket Marketing annual Grape Escape features an evening of news announcements and relationship building between some two dozen industry analysts and select JRocket Marketing clients. The agenda includes a one-hour press conference of 6-8 executive speakers and its 5-star wine and food menu is teamed to an event theme. The 2010 theme was "A night at the Theatre" and featured New York City singer/songwriter Doug Nervik. "Doug Nervik is a genius with comedic songwriting," said Judith Rothrock, President and CEO of JRocket Marketing. "His songs tastefully roasted all four tech companies regarding their news announcements and their unique cultural differences; no CEO was safe from his song lyrics. The industry analysts were almost crying from laughing so hard."

Many of the world's most influential technology industry analysts attended from Gartner Group, Forrester Research, IDC, Technology Evaluation Centers, Aberdeen, Ventana Research, Gold Associates, Deal Architect, the Robert Frances Group and Apps Run the World. "It was a very memorable evening -- I haven't had so much fun in quite some time," said Robert Mahowald, IDC Research Vice President of SaaS & Cloud Services.

News announcements from this year's Grape Escape can be found on the websites of FinancialForce (<http://www.financialforce.com/accounting-news-events/news>); Meridian Systems (<http://www.meridiansystems.com/newsevents/pressreleases/index.asp>); SYSPRO (<http://americas.syspro.com/?News/Global>); and UNIT4 (<http://www.unit4.com/About/News>).

About JRocket Marketing

JRocket Marketing LLC, based in Rancho Santa Fe, a suburb of San Diego, was originally established in the New York area in 2001 where it served East Coast clients Deltek, Fujitsu Glovia, Arbitron and others. The company relocated to the West Coast in 2004 where it has since tripled in revenue and global reach. Founder Judith Rothrock is a former marketing executive for Lawson, Hyperion and Ceridian, and additionally has both New York City big PR agency and newspaper reporting experience. Statistical and program support is provided by JRocket Marketing Associate Curtis Scholz, a third year rocket science major at Embry-Riddle Aeronautical University, who supported the 2010 JRocket Marketing Grape Escape™ event. More information on JRocket Marketing is available at www.jrocketmarketing.com or by contacting Judith Rothrock, President, JRocket Marketing at 858-847-9840.