

Contact: Judith Rothrock, President
JRocket Marketing LLC
(858-847-9840)

**EMBRY-RIDDLE AERONAUTICAL U STUDENT SPURNS CA'S PROP 19 BALLOT MEASURE;
CURTIS SCHOLZ CITES COGNITIVE, SAFETY ISSUES RE: PROPOSED LEGALIZATION OF POT**

SAN DIEGO, Calif. (Nov. 1, 2010) -- San Diego resident Curtis Avery Scholz, an Embry-Riddle Aeronautical University (ERAU www.erau.edu) student in Daytona Beach, and a part-time employee of Rancho Santa Fe's JRocket Marketing (www.jrocketmarketing.com), addressed a local group today citing strong warnings against California's proposed legalization of marijuana. Proposition 19, which is a proposed measure on the ballot in tomorrow's California elections, would permit local governments to regulate and tax commercial production, distribution and the sale of marijuana.

Addressing "Coffee and Conversation" attendees from the client base of Carter Financial in Rancho Santa Fe, the 21-year-old ERAU junior provided a college student's perception of the negative impacts of Prop 19. "Legalizing marijuana would carry multiple layers of negative impact to California minors – both directly and indirectly," Scholz said. "Today's teenagers definitely are aware of the difference in consequences for using substances that are legally approved for adults, like alcohol, versus illegal drugs, which today includes marijuana. While neither choice is a legal option for minors, teens with college plans, government job plans, etc., are clearly aware that one of those choices carries the consequence of arrest, jail term and possible inability to pursue college/job choices. If you are looking to get into medical, law or engineering school, for example, you are not going to take the chance of getting caught.

"Legalizing pot to avoid those consequences is not the answer," Scholz continued. "Like alcohol, the increased legal accessibility to marijuana will accelerate an already troublesome learning problem in the school systems. We clearly know that pot affects memory, reduces time perception, distance perception and reaction times. Increased accessibility to pot, through its legalization to those 21 and over, will get it much more easily into the hands of minors. The negative consequences extend not only to students' academic performance, but also to the increased potential for sports injury, driving impairment, etc. "

Scholz closed with two points that addressed "future" outcomes that would accompany legalizing marijuana:

- Stepping Stone Drug: "I have never ever heard a case of anyone who has used highly addictive drugs like cocaine, meth, heroin or any other hard core drug who didn't first try pot. It's not enough to say that some percentage of users will use only pot and that it's no worse than alcohol. Isn't it enough to know that if pot IS a first step to hard core drug usage? And, why would you place that stepping stone within the easy reach of ANYONE who might have an addictive personality?"
- Financial benefits: "There are many paths to creating new tax sources and making money in general, but we as a society routinely reject some of them based on the desire for a sound

moral compass and correctness. For example, we don't sanction child labor, prostitution, corporate monopolies, etc. – all of which would provide potential new sources of tax dollars for the state. How is expanding the legal repertoire of mind-altering substances ever going to be justifiable from a moral and perspective? What's more, who is going to pay to rehabilitate all these new addicts? Tax payers, that's who! I would not be surprised if passage of this law resulted in a net drain – not gain -- on tax dollars.

Scholz is a part-time research associate of JRocket Marketing since July 2009, and is simultaneously pursuing an aeronautical engineering degree at the prestigious Embry-Riddle Aeronautical University in Daytona Beach, Fla. Scholz assists in data collection and research management responsibilities for JRocket Marketing's global customer base.

Deana Carter is a local business and community leader and a 2010 candidate for the "Women Who Mean Business" Award, which recognizes San Diego area's most dynamic women business leaders and role models. Carter hosts "Coffee and Conversation" events monthly for her financial services clients, covering current topics such as identity theft, healthcare reform, and other topics that have financial/business impact on the local San Diego community.

"Curtis may be our youngest speaker, but there are many of us who feel that Prop 19 has the widest implications to his segment of the community – our young, future leaders," Carter said. "We were all impressed by his maturity in analyzing all of the various components and ramifications of the proposition, it is probably not surprising as he is a rocket science major. We need other young leaders to speak out and take a constructive stand on key business and community topics that have impact on their peers."

About Carter Financial

Carter Financial provides financial and wealth management advice to individual investors, as well as small and medium-sized businesses. The company offers access to a full complement of investment services, including financial and estate planning, asset management, insurance and retirement income planning. Principal Deana Carter, a 20-year financial services veteran, is affiliated with LPL Financial, the largest independent broker/dealer in the country based on revenue. More information on Carter Financial is available at www.CarterFinancial.biz or by contacting Deana Carter, Principal, Carter Financial at 858-756-1566.

About JRocket Marketing

JRocket Marketing LLC, based in Rancho Santa Fe, a suburb of San Diego, was originally established in the New York area 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 doubled in revenue and global reach with international clients UNIT4 (Europe and North America) and SYSPRO, a company headquartered in South Africa with a local subsidiary outside of Los Angeles. JRocket Marketing recently announced that it had signed its 21st client since the businesses inception in 2001. More information on JRocket Marketing is available at www.jrocketmarketing.com or by contacting Judith Rothrock, President, and JRocket Marketing at 858-847-9840.

* * *