



HIGH TECH MEETS VAUDEVILLE AT JROCKET MARKETING GRAPE ESCAPE® ANALYST SUMMIT 2011

Meridian Systems, SYSPRO and UNIT4 Technology Vendors Showcase News to 32 Global Analysts; Event Proceeds without JRocket President Judith Rothrock; Hurt at S.D. Padres Baseball Game

BOSTON (June 22, 2011) – JRocket Marketing LLC, (www.jrocketmarketing.com) a provider of chief marketing officer services for technology companies, recently held its 11th JRocket Marketing Grape Escape® Analyst Summit here at the Calderwood Pavilion, featuring the CEO's from Meridian Systems (www.meridiansystems.com), SYSPRO U.S. (<http://americas.syspro.com>) and UNIT4 (www.unit4.com). Nearly three dozen industry analysts from across the U.S, Canada and Europe attended from Gartner, Forrester Research, IDC, Technology Evaluation Centers, Aberdeen, Mint Jutras, TechVentive, Chainlink Research, Ventana Research, Gold Associates, PAC, the Robert Frances Group, Apps Run the World and Wilderman Associates.

Customer speakers from AECOM, von Drehl and Halcrow provided testimonials on their experiences with JRocket clients over the three-day event that includes the hallmark Grape Escape evening of 6-8 executive speakers and its 5-star wine and food menu is teamed to an event theme. This year included new technology solutions for cash, cost and change management from SYSPRO U.S.; cloud and shared services offerings from Meridian and UNIT4; the opening of new offices in the Middle East by Meridian, as well as a string of multi-million dollar deals announced by UNIT4.

This year's theme was "High tech meets Vaudeville" and featured former Radio City Music Hall Rockette Jen Jiles and New York City singer/songwriter Doug Nervik. All of the attending analysts and senior executives were surprised to receive a pair of tap dancing shoes at the end of the evening, whereupon they were taught a short tap dance routine by Ms. Jiles that they subsequently performed.

Grape Escape is a unique event, according to the hundreds of analysts who have attended it since its inception. "I've been attending Grape Escapes ever since I joined the analyst community in 2006," said Cindy Jutras, Principal, Mint Jutras analyst firm and a former practice Vice President at the Aberdeen Group. "Nobody puts on an event quite like this. The organization and attention to detail maximizes the value for the analysts. The one-on-one briefings, the carefully prepared materials from multiple technology vendors all in one place, coupled with the networking time at the event itself... all combined with great food, fantastic wine and entertainment. While we all missed Judith this year, the

fact that it went off without a hitch in her absence is tribute to her meticulous planning and attention to detail.”

Event creator and hostess Judith Rothrock, President of JRocket Marketing, was prevented from attending due to a serious injury sustained at a June 2 San Diego Padres baseball game at Petco Park, where Ms. Rothrock is a season’s ticket holder. Ms. Rothrock’s right hand was shattered by a foul ball and she has undergone surgery. “Unlike the assistance provided to season ticket holders of the Yankees or the Red Sox franchises however when one of their fans are injured, the Padres organization claims no liability,” Ms. Rothrock said.

Taking the reins replacing Ms. Rothrock as hostess was former Gartner and AMR Research analyst Lee Geishecker, who was praised by all attendees for the seamless transition in managing and hosting this year’s Grape Escape. “Having been a participant in the early Grape Escape events, and now seeing how successfully it has evolved all these years later, it was an honor to step in and help see everything to fulfillment at Grape Escape 2011," Ms. Geishecker said.

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. More information on JRocket Marketing is available at www.jrocketmarketing.com or by contacting Judith Rothrock, President, JRocket Marketing at 858-847-9840.