

# PressRelease



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**FOR IMMEDIATE RELEASE**

## **FINANCIAL EXPERT FILLS SEAT AS CEO OF NEW FUNDING FIRM** *Landmark Federal Legislation opens doors for New Small Business Funding*

(Tempe, Arizona) -- Marketing506C Inc, an Arizona firm created by recent opportunities resulting from the changes to the Federal Securities Laws by the J.O.B.S. Act, gets a CEO.

Ross Horwitz has now become reigning CEO of Marketing506C, Inc a firm that uniquely targets opportunities in the Financial Services Industry resulting from implementation of the JOBS Act. His mission as Marketing 506c's new CEO is dedicated to the increased capital formation and job creation for existing firms in the valley as well as the rest of Arizona that the new law will encourage.

He is previously the co-founder and Executive Vice President of a business consulting firm, which provided both financial and marketing analyses and feasibility assessments for the U.S. Department of Commerce. He formerly founded, funded and served as President of a federal licensee under the Small Business Investment Company Act. Prior to this, he was directly responsible for the structuring, legal compliance, broker/dealer oversight, marketing and successful private equity funding of over 75 Regulation D investment offerings and several public investment programs.

Mr. Horwitz has also spent time as a college instructor in both Marketing and Finance. He was a member of the National Association of Small Business Investment Companies and a successful graduate of their National Venture Capital Institute.

Since taking on his new position, Horwitz has introduced the change of regulations as a panelist at an Arizona State Bar Association sponsored seminar for Securities Attorneys. Ross Horwitz presents an expertise to the field of Rule 506c that is relatively uncommon yet essential to maneuver this recently deregulated area.

"Beginning the end of last year, it became significantly easier for private companies to raise money through the offering of their securities. This translates into increased Arizona employment directly attributable to the JOBS Act," said Ross Horwitz, CEO of Tempe, Arizona based Marketing506c.

Marketing506C has offices located both in Arizona and Florida; serving not only accredited investors in Arizona, Florida but throughout the United States. With the new SEC rule, mandated by the J.O.B.S. Act requires all investors in this type of investment to meet minimum suitability standards by qualifying as accredited investors. Marketing 506C firm was created by the recent opportunities the new federal law provides.

Marketing 506c expects to help Arizona Companies obtain expansion capital by using recently enacted changes in the Federal Securities Laws. Marketing 506c, Inc now assists small to medium-sized Arizona businesses generally seeking \$1,000,000 or more in expansion capital by delivering their message to its proprietary base of over 100,000 Arizona Accredited Investors. With offices now located both in Arizona and Florida, Marketing 506c serves and reaches out to accredited investors in Arizona, Florida and nationally.

The changes prompting the new firm's activities are based on recent SEC rules mandated by the J.O.B.S. (*Jumpstart Our Business Startups*) Act which reformed the way businesses are allowed to obtain investors by removing an 80-year-old Federal ban on advertising and general solicitation in raising private capital. The changes make it easier for businesses to obtain private investor capital for expansion and allow broader marketing of investment opportunities, as long as companies only sell to accredited investors who are legally eligible. Marketing 506c was specifically formed to help Arizona Businesses reach those investors.

Marketing 506c is located at 60 E Rio Salado Parkway in Tempe, 480-779-9877.

For media inquiries please contact CEO, Ross Horwitz at 480-779-9877 or via email at [pr@marketing506c.com](mailto:pr@marketing506c.com). To learn more about Ross Horwitz or Marketing506C Inc. please visit: [www.marketing506c.com](http://www.marketing506c.com)

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