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FOR IMMEDIATE RELEASE

January 15, 2010

**JCC GROUP, INC. ADDS CRIS DE LA CRUZ AS CHIEF OPERATING
OFFICER**

(IRVINE, Calif., January 15, 2010) – JCC Group, Inc., a full-service accounting and business consulting firm based in Orange County, today announced the addition of Cris de la Cruz as chief operating officer.

As COO, de la Cruz will be responsible for all day to day operations of the firm, including client engagement, account management, and employee management. De la Cruz joins the JCC team with solid credentials, being both an accountant and a CA licensed attorney. Just prior to joining JCC Group, de la Cruz held a tax attorney position at Ernst & Young LLP, where his responsibilities included researching and drafting international tax opinion letters, and completing partnership and corporate tax returns. Earlier, de la Cruz worked at JCC Group.

“Cris’s familiarity with our clients from working at our firm over the years, as well as his experience in both accounting and law, make him an invaluable addition to JCC Group,” said JCC Group CEO Josie de la Cruz. “His extensive knowledge of federal, corporate, estate and international tax affairs, tax procedure and corporate finance will allow him to help clients make the right decisions and understand the legal implications of their financial situations.”

De la Cruz commented, “I am very pleased to be returning to JCC Group, a firm whose corporate culture will allow me to work closely with our clients to manage their accounting needs, from basic to the esoteric. This is the perfect environment for me to utilize my dual background in accounting and law.”

De la Cruz holds a bachelor's degree in Political Science from the University of California, Berkeley, and a Juris Doctorate from Suffolk University Law School. He is a resident of Irvine, Calif. In his free time, he enjoys playing the drums, hiking, and coaching basketball at the Boys & Girls Club of the Harbor Area.

About JCC Group, Inc.

Celebrating 30 years in business, JCC Group Inc. is a full-service accounting and business consulting firm based in Irvine, Calif. JCC Group works with individuals and businesses from Southern California to New York to help them make sound financial decisions. JCC Group's expertise combines accounting and law to service various industries, including medical, real estate, technology, and retail. With extensive knowledge in business development, personal income and business tax planning, pension and retirement planning, IRS audit representation, and compliance audit services, JCC Group is dedicated to providing customized services to each of their clients. Further information on JCC Group, Inc. can be found on the firm's website, www.jccruzcpa.com.

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