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ART IMMERSION WORKSHOPS NAMES ZION & ZION AS AGENCY OF RECORD

Georgia based Art Immersion Workshops has named leading mid-sized advertising and marketing firm Zion & Zion as its agency of record. Planned marketing initiatives include pay-per-click advertising, a national print ad campaign, and complete redevelopment of the company's offerings.

Atlanta, GA – October 3, 2005 – Georgia based company Art Immersion Workshops has signed an initial 12 month contract with leading mid-sized Atlanta and Phoenix based advertising and marketing firm Zion & Zion to shape and implement major portions of the company's marketing, advertising, and public relations strategy.

Art Immersion Workshops, now in its fourth year, has decided to step things up by engaging the successful Zion & Zion to assist it with growing the company's revenues, developing its brand, and securing participants for its upcoming 2006 series of workshops.

In its own release regarding the company's agreement with Zion & Zion, an Art Immersion spokesperson was quoted as saying, "We know art, we know workshops, and we think we know what our customers want, but what we don't know is how best to market our products. That's where we'll look to Zion & Zion to lead the way."

Zion & Zion CEO Aric Zion commented "We have a real opportunity here with Art Immersion Workshops to build something special. We believe that consumers are going to be interested in what we call 'Workshop Vacations', and that's what we're going to be working with Art Immersion to create and market. We're going to take the business from basic workshops to full fledged experiences where the workshops are held in scenic, historic locations and are combined with a set of brand reinforcing activities that will lead to a first rate, differentiated product."

Zion & Zion's previous successes with its artist clients are expected to play a key role in its efforts to grow Art Immersion's business. Zion & Zion has already been leveraging its network of connections in the arts community to bring attention to this latest client.

About Art Immersion Workshops:

Art Immersion Workshops is dedicated to providing top quality art education to its customers. By offering workshops that bring leading artists together with enthusiastic workshop attendees, Art Immersion Workshops helps aspiring artists to acquire new skills and techniques, bringing them closer to their individual goals.

About Zion & Zion:

With operations based out of Phoenix and Atlanta, Zion & Zion is a full service marketing strategy, advertising, public relations, and interactive marketing firm. Zion & Zion has clients across a broad range of industries including: healthcare, consumer products, higher education, food service, hospitality, fitness, telecommunications, pharmaceuticals, fine art, banking, and retail. Zion & Zion's employees include experts with graduate and post-graduate training in business, engineering, marketing, and consumer psychology as well as specialists in the areas of graphic design, web programming, public relations, and advertising.