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BRASSWINDS, ARIZONA'S LARGEST CEILING FAN RETAILER, NAMES ZION & ZION AS AGENCY OF RECORD

Brasswinds Fan Doctor, Arizona's largest ceiling fan retailer, selects leading Phoenix- and Atlanta-based marketing and advertising agency Zion & Zion.

Phoenix, AZ – May 12, 2008 – Having dominated the Arizona market for ceiling and patio fans, as well as the market for fan repair, Brasswinds Fan Doctor has decided to further invest in its market presence. As the leading retailer of brands such as Casablanca, Minka, Emerson, and Hunter, Brasswinds had what it took when it came to product variety and expertise, but that success led the company to want to increase its focus on its core business and to engage a leading agency to handle its marketing and advertising.

Russ Gardner, Brasswinds' President and CEO, stated, "The Arizona ceiling and patio fan market has been good to us, and we're now in a position to invest in taking things up quite a few notches with respect to generating sales and further improving our image. That led us to select Zion & Zion. Unlike the other agencies that we looked at, many of them being some of the larger Phoenix agencies, everything that Zion & Zion has brought to the table has been tailored to our business. No cookie cutter programs, no one size fits all. Their partners have spent the time it takes to understand our business, and the creative as well as the marketing strategy has been as good as it gets."

Zion & Zion CEO, Aric Zion, commented, "Having great products and excellent customer service is table stakes in today's market. Already having that, Brasswinds has asked us to help make things as good as they can be—to manage their marketing budget and activities across TV, radio, print and direct mail, and to create online marketing initiatives for their existing websites; and, above all, to truly differentiate the Brasswinds brand."

For more information on Zion & Zion, please visit the company's website at www.zionandzion.com. For more information on Brasswinds Fan Doctor, please visit www.fandoctor.com.

About Brasswinds Fan Doctor:

In over 27 years of sales and service in the ceiling fan industry, Brasswinds Fan Doctor has installed more than 46,000 ceiling fans in the Phoenix Valley. The Fan Doctor is an authorized dealer and service center for Casablanca ceiling fans as well as Monte Carlo fans, Concord fans, Minka-Aire fans and Hunter fans.

The Fan Doctor services over 100 different model ceiling fans from an inventory of more than 10,000 electrical component parts. Stocks of such magnitude with immediate availability allow Fan Doctor to repair breakdowns quickly and economically.

In addition to its extensive fan business, the Fan Doctor solicits bids on wiring residential room additions, evaporative coolers, inside/outside electrical outlets, service upgrades, spas, 240v updates, phones, TVs, intercoms and other small appliances-almost anything electrical up to but not including heavy duty machinery. The Fan Doctor is licensed in electrical contracting, and is bonded and insured. All work is guaranteed and the company is registered with HOA and PORA.

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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 staff includes 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.

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