



FOR IMMEDIATE RELEASE

CONTACT: Johnny Rogers  
480.751.1007 x103  
johnny@zionandzion.com

**CORE, LIFE IN BALANCE INC. NAMES PHOENIX/ATLANTA MARKETING FIRM  
ZION & ZION AS AGENCY OF RECORD.  
FIRM TO HANDLE ADVERTISING, PR, AND ONLINE INITIATIVES.**

***Glendale, AZ based Core, Life In Balance Inc., a leader in the areas of metabolic testing and integrated fitness and nutritional programming, has named Phoenix and Atlanta based full service marketing firm Zion & Zion as its agency of record. Zion & Zion's expanded role includes handling all advertising, public relations, and online initiatives for the company.***

Phoenix, AZ – May 29, 2007 – With obesity having reached epic proportions and with amateur athletes' emerging interest in high tech fitness, Glendale based Core, Life In Balance Inc., is poised to help thousands of Arizona residents to achieve their weight loss and athletic performance goals.

Opening its door on January 1<sup>st</sup> of this year, Core partnered with Phoenix and Atlanta based marketing firm Zion & Zion to get off to a slingshot start, contracting with the marketing firm to develop the company's brand identity, data-driven website, sales collaterals, and public relations campaign.

Medical research in both weight loss and athletic performance improvement by several authorities, including the Journal of Applied Physiology and the American Journal of Physiology, has indicated that the key to individual success lies not in fad diets and unsustainable nutrition and fitness programs but in understanding and altering an individual's metabolism. Since late last year, Zion & Zion has worked with Core to build an awareness campaign around this concept, labeling it as an individual's Metabolic Fingerprint™.

John Crow, Core's managing partner, had this to say, "Zion & Zion's public relations people have already gotten us on Good Morning Arizona and Arizona Midday and in The Arizona Republic. What's more, the interactive marketing campaigns they've conducted for us have been driving hundreds of leads to the website they designed for us, where we've been signing up enough new clients that we're now opening up our second location."

The key differentiator and driver of the success of Core Inc.'s programs lies in first identifying a client's Metabolic Fingerprint™ through metabolic testing, taking only a few minutes, and then working with the client over a period of weeks to both take advantage of, and alter, the client's Metabolic Fingerprint™ through integrated, individualized nutritional and fitness program planning.

Zion & Zion CEO Aric Zion stated, "The first phase of our work with Core was to craft a brand differentiated both visually and in messaging in order to drive home the concept and power of the Metabolic Fingerprint™ and to then get media attention for the company. Now we're going to be working to grow the company and to increase brand equity."

Interested parties can learn more about Core by visiting the Core website, designed by Zion & Zion, at [www.1corelife.com](http://www.1corelife.com).

**About Core's Management:**

For several decades, the highly qualified management team at Core has been helping people to improve their health and athletic abilities through application of proven nutrition and fitness programs. Core's key management includes Andrea Albanil, Erik Heywood, Renee Hanson, and John Crow.

-- more --

Andrea holds an MS degree in Public Health from UCLA as well as both a BS in Medical Dietetics and a BS in Nutrition and Physical Fitness, from the University of Missouri. Andrea is a Registered Dietitian, accredited by the American Dietetic Association and holds specialty certificates in Adult Weight Management and is a Certified Diabetes Educator. Her clinical experience includes UCLA's Gonda Diabetes Center where she served as diabetes education program director.

Erik Heywood's background includes a Bachelor of Science in Exercise Science and Fitness and graduate work in Exercise Physiology. Erik is a Certified Strength and Conditioning Specialist through the National Strength and Conditioning Association, a certified Health/Fitness Instructor through the American College of Sports Medicine, and a Corrective Exercise Specialist through the National Academy of Sports Medicine. He also holds a credential as a Post Rehabilitation Specialist through IDEA/Physiotherapy Associates.

### **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.

###