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**COUNTRYSIDE RETAINS LEADING MARKETING FIRM ZION & ZION  
TO DRIVE STRATEGY, ADVERTISING, WEB DEVELOPMENT, MARKET  
RESEARCH, AND PUBLIC RELATIONS**

***Countryside Animal Hospital, one of the crown jewels of National Veterinary Associates 96 clinics has retained Zion & Zion, one of Arizona's leading mid-sized marketing firms, to provide leadership in the development of the practice's marketing strategy, advertising creative and placement, web development, market research, and public relations.***

Phoenix, AZ – January 8, 2007 – Estimates based on information from the American Veterinary Medical Association puts the total number of dogs and cats in the Greater Phoenix area at over 5 Million, and with animal care spending over the past decade only growing, the Valley has been in great need of high quality veterinary care. With over 50 years experience in the provision of veterinary services, Countryside Animal Hospital is well qualified as one of the Valley's leading veterinary animal hospitals and seeks to strengthen its position through increased customer acquisition and loyalty.

Countryside founder, Dr. James Lindley states, "We've already been working with Zion & Zion, and have been extremely pleased with the results. They helped us to craft our mission, messaging, and brand based on the core values of our doctors and staff—It's now time to take things to the next level."

Practice manager, Shannon Lettow remarked, " 'Helping People Enjoy Their Pets. Helping Pets Enjoy Their Lives', that's the new mission statement that Zion & Zion helped us come up with, and that's clearly what it's all about. Now it's time to take the message out to our existing and potential clients; and that's where the relationship with Zion & Zion comes in. They'll be providing us with across the board marketing leadership in the areas of strategy development, research, and public relations, and will continue to be responsible for all of our creative."

Among the many planned marketing initiatives are: the development of a bi-annual newsletter, sophisticated demographic and psychographic driven direct mail advertising campaigns, and customer service strategy, and community oriented promotional events.

To get things off to a start, Zion & Zion has just finished designing and launching Countryside's new website—[www.countrysideanimal.com](http://www.countrysideanimal.com).

**About Countryside Animal Hospital:**

For several decades, the highly qualified team of doctors at Countryside Animal Hospital has been helping people to enjoy their pets and helping pets to enjoy their lives. Drs. Lindley, Farrar, Marzke, and Silverstein have almost 75 years of combined veterinary experience and are dedicated to providing the finest veterinary care possible.

**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.

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