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Scottsdale Based eSeats.com Selects Zion & Zion to Develop Branding and Strategy for High End Customer Demographic

Scottsdale, AZ based online ticket vendor eSeats.com has selected full service marketing firm Zion & Zion to develop eSeats.com's internet strategy and newly created "Concierge" partner program targeting high dollar, high volume consumers and corporations.

Phoenix, AZ – Aug 21, 2007 – Building on its already successful online ticket sales business, Scottsdale, AZ based corporation eSeats.com is taking a giant leap forward in the growth of its business by targeting high spending, high volume, service oriented clientele with a differentiated offering developed with the help of leading marketing firm Zion & Zion.

The overall event ticket market is estimated to be in excess of \$10B with over 25% of that business being conducted online. However, coincident with the growth in the overall online ticket sales market is increasing commoditization, as a plethora of new players enter the field, add to consumer confusion, and drive down margins.

Enter eSeats.com's plans to grow the high end of the market, building on eSeats.com's already existing base of discerning, high spending, service-seeking clients.

The decision to select Zion & Zion was made by eSeats.com CEO Bob Bernstein. Bernstein commented, "We've got clients who spend upwards of \$25K a year on tickets—clearly a business worth our focus. We selected Zion & Zion to assist with the development of our marketing programs, advertising, branding, and associated internet strategy because of their expertise in business communications and previous track record with service oriented businesses such as Sotheby's International Realty out of Aspen."

Zion & Zion CEO Aric Zion added, "There's a play to be made here, and eSeats.com is the company to make it. They not only have a strong high end base to work from, but they're committed to developing this particular demographic."

The new eSeats.com program, targeting the high end demographic, carries the emotionally and service resonant name of "Concierge" and is formally being launch this week, along with an associated website, marketing collaterals, and a full complement of initial Concierge wins to fuel the program's momentum.

Interested parties can learn more about Concierge by visiting the Concierge site, designed by Zion & Zion, at www.eSeats.com/concierge. For more information on Zion & Zion, please visit their website at www.zionandzion.com.

About eSeats.com:

eSeats.com is a privately owned online ticket agency based in beautiful Scottsdale, Arizona. eSeats.com is a member in good standing with the Better Business Bureau of Arizona and the (NATB) National Association of Ticket Brokers, organized to promote the highest level of ethics in the secondary ticketing marketplace. eSeats.com has been helping companies and individuals to obtain tickets to premium, high-demand and sold-out events since 1978.

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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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