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PHOENIX TOP TEN RANKED ELECTRICAL CONTRACTOR, HAWKEYE ELECTRIC, RETAINS ZION & ZION FOR WEB DEVELOPMENT AND INTERNET/SOCIAL MEDIA STRATEGY

Zion & Zion's High Tech & Engineering marketing practice grows mid-sized client base with addition of top ten electrical contractor

Phoenix, AZ – January 8, 2009 – Zion & Zion continues to grow its High Tech & Engineering marketing practice with the addition of Phoenix, AZ-based Hawkeye Electric, consistently ranked among the top ten in Arizona's electrical contracting industry. With the announcement of this latest client, Zion & Zion continues to add to its small and medium sized client roster and to balance its portfolio of large clients with a mid-sized client base. This announcement follows several other recent announcements from Zion & Zion, as the Phoenix- and Atlanta-based marketing agency continues to defy the current economy and demonstrate growth.

Hawkeye, an established leader in commercial electrical contracting, with clients that include Arizona State University, Beaudry R.V. and the Peoria Library, has decided to capitalize on its market success by retaining Zion & Zion to get the word out through development of its internet strategy, including a new website and an associated social media strategy.

Hawkeye Electric Vice President Matt Geerdes stated, "When we made the decision to aggressively leverage the internet in our business, we considered several firms. We selected Zion & Zion, because they were the only firm we found that walks what everybody else just talks. Their ideas and capabilities when it comes to integrating traditional PR, social media, web development and more were superior to those of the other firms we had looked at."

Zion & Zion CEO Aric Zion stated, "Clients in the High Tech & Engineering vertical often feel particularly comfortable with us, given our depth of experience in that market space. Very few marketing firms have people with advanced degrees in engineering available to interact with clients in depth with respect to the clients' technical value propositions. That makes us stand out and makes our clients comfortable."

For more information on Zion & Zion, please visit the company's website at www.zionandzion.com. For more information on Hawkeye Electric, please visit the company's website at www.hawkeyelectric.com.

About Hawkeye Electric:

For over ten years, Hawkeye Electric has been providing its clients with superior service. With several hundred million dollars in completed projects, Hawkeye is consistently ranked in the top ten in its industry. Hawkeye's philosophy is simple. We take care of our employees, so our employees take care of our customers.

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 and verticals including: Health & Wellness, Hospitality & Entertainment, Retail, Real Estate & Development, High Tech & Engineering and Home Improvement.

Zion & Zion differentiates itself through superior creative and long executive experience in marketing strategy as well as a truly integrated approach to marketing and advertising built upon the firm's capabilities to provide almost all services in-house.

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