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ZION & ZION EXPANDS ACCOUNT MANAGEMENT TEAM

Zion & Zion announces the company's latest hire, Senior Account Manager Fara Richkind

Phoenix, AZ – March 30, 2009 – An exception to the shrinking marketing and advertising agency world, Zion & Zion today announces its further expansion with the hiring of Senior Account Manager Fara Richkind. Richkind comes to Zion & Zion with a diverse sales and marketing background that includes upper management experience in marketing, sales, promotions and events with companies that include such brand names as Neiman Marcus.

Zion & Zion COO DuGué Zion commented, "As the leading fully integrated, mid-size marketing, advertising, public relations and interactive marketing firm in the region, we're in growth mode. However, we're committed to doing that very carefully, and Fara was handpicked from a pool of dozens to join our organization. Her extensive background in marketing and relationship management, as well as her dedication to a high level of customer service, in part due to her work with Neiman Marcus, makes her an extremely well qualified addition to our growing and energetic team."

Zion & Zion CEO Aric Zion added, "We're building a team of the best and the brightest here at Zion & Zion, and we warmly welcome Fara to that team. We're confident that bringing Fara on board is going to be an excellent move both for our company and our clients."

Zion & Zion remains on the lookout for promising talent to continue the company's expansion. Those interested can visit the company's website at www.zionandzion.com.

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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