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NORTERRA FAMILY MEDICINE NAMES ZION & ZION AS AGENCY OF RECORD; ZION & ZION'S HEALTH & WELLNESS MARKETING PRACTICE CONTINUES TO GROW

North Phoenix-based Norterra Family Medicine selects Zion & Zion to provide marketing and advertising services; Zion & Zion's Health & Wellness marketing practice expands with addition of new client

Phoenix, AZ – January 14, 2009 – With the population of the North Phoenix and Norterra areas underserved in the realm of family medicine, the launching of Norterra Family Medicine couldn't come at a better time.

According to Co-Founder, Dr. Kristine Sarna, "This area is in desperate need of additional, conveniently located, high quality medical practices that focus on family healthcare, and we're prepared to serve that demand. Our new practice looks forward to becoming a fully integrated member of the North Phoenix area community and to getting to know, and caring for, all our new neighbors."

With addition of this latest client, Zion & Zion's Health & Wellness marketing practice continues its expansion. Zion & Zion's roles include all creative and media buying as well as website development and associated internet strategy for the new company.

Zion & Zion CEO, Aric Zion, added, "While we're proud to work with all of our clients, we take special pride in working with members of the medical community because of their key roles in improving quality of life."

For more information on Zion & Zion, please visit the company's website at www.zionandzion.com. For more information on Norterra Family Medicine, please visit the company's website at www.norterrafamilymedicine.com.

About Norterra Family Medicine:

Norterra Family Medicine is committed to providing the utmost in quality healthcare for individuals and families in the North Phoenix area. Through careful attention to complete wellness and medical care, the doctors at Norterra Family Medicine contribute to and support their patients' wellbeing.

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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