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**PARADISE MEDSPA & WELLNESS BECOMES LATEST CLIENT OF ZION & ZION'S HEALTH & WELLNESS PRACTICE; NAMES ZION & ZION AS PR FIRM AND AGENCY OF RECORD**

***Serving the greater Phoenix Metro Area, Paradise Medspa & Wellness names Zion & Zion as agency of record responsible for all digital and traditional media, public relations, and overall marketing strategy***

Phoenix, AZ – December 15, 2008 – Having launched its business approximately one year ago, Paradise Medspa & Wellness has built a loyal client base that firmly believes in the value of state-of-the-art medical and wellness services facilitating full body rejuvenation and a more youthful lifestyle.

Building on their current success and desiring to take things to the next level, Paradise Medspa & Wellness has selected leading mid-sized marketing and advertising agency, Zion & Zion as their agency of record and public relations firm. In this role, Zion & Zion is tasked with providing strategic leadership and implementation for integrated marketing strategy including social media, traditional public relations, interactive services and advertising campaigns ranging from billboards to TV to print to web.

Paradise Medspa & Wellness Managing Director, Dr. Rebecca Weiss, stated, "We've gotten enough momentum now that it's time for our doctors and staff to focus on our core business and to engage professionals in the area of health and wellness marketing. After careful consideration, we selected Zion & Zion. Given their experience and success with both national and regional health and wellness clients such as First Check Diagnostics, Inverness Medical Innovations, Advanced Reimbursement Management, and Core—Life in Balance, we know we're in good hands."

Zion & Zion COO, DuGué Zion, commented, "We're looking forward to working with the team at Paradise to grow their business. Our team has already started reworking the creative and messaging and planning the launch of Paradise's new PR and social media campaigns, and we're expecting great things."

For more information on Zion & Zion, please visit the company's website at [www.zionandzion.com](http://www.zionandzion.com). For more information on Paradise Medspa & Wellness, please visit the company's website at [www.paradisemedspa.com](http://www.paradisemedspa.com).

**About Paradise Medspa & Wellness:**

At Paradise Medspa & Wellness our goal is to provide every patient with the opportunity to feel great—inside and out. We specialize in full body rejuvenation. This allows our patients to achieve a younger and more vibrant appearance through the use of state-of-the-art cosmetic procedures and to actually feel younger and healthier through participation in one of our many, comprehensive wellness programs. As board-certified physicians, we are committed to providing patients with only proven technology and techniques to obtain the results they seek.

Paradise Medspa & Wellness is a medical office, providing our services in a safe and welcoming, spa-like atmosphere. We offer an extensive menu of services, from acupuncture and massage to chemical peels and laser facials and are dedicated to our clients' transformations and work with them every step of the way to help them achieve their potential for total body renewal.



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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.

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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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