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CONTACT: John Rogers
480.751.1007 x103
johnny@zionandzion.com

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ZION & ZION'S HOME IMPROVEMENT MARKETING PRACTICE EXPANDS; IMPERIAL WHOLESALE NAMES ZION & ZION AS AGENCY OF RECORD

Southwest's largest distributor/retailer of natural stone, tile, carpet and wood floors names Zion & Zion as agency of record; Zion & Zion to assume all marketing responsibilities, including: public relations, advertising development, media buying, web development and internet marketing initiatives

Phoenix, AZ – February 2, 2009 – With home improvement companies trying to buck the down economy, Imperial Wholesale has decided to partner with leading Phoenix-based marketing agency Zion & Zion to give its sales and brand a major lift.

According to Imperial Wholesale Vice President Mike Imperial, "Yes, the economy is down, and yes we're feeling it—but the good news is that we're feeling it a lot less than our competitors. Our ability to cost effectively source materials and to produce innovative designs when it comes to the natural stone side of the business is what keeps us on top. That said, we know Zion & Zion by reputation and our trial with them over the past few months has shown them to be incredibly responsive, knowledgeable and professional in the extreme—way beyond the level of service that we were accustomed to."

With the signing of Imperial Wholesale, Zion & Zion's Home Improvement marketing practice, already established as a major force in the industry, continues to grow.

Zion & Zion CEO Aric Zion commented, "Our Home Improvement client list includes Who's Who type brands as well as medium and small local and regional businesses. Our mission is to act as the marketing, advertising, media buying and public relations department that you always wished you had, and as long as that's your goal, we can help, no matter what size your company is."

For more information on Zion & Zion, please visit the company's website at www.zionandzion.com. For more information on Imperial Wholesale, please visit the company's new website, designed by Zion & Zion, at www.imperialwholesale.com.

About Imperial Wholesale:

Imperial Wholesale has been serving the Southwest for over 30 years. With quality products and honest, dependable craftsmanship, our contractor, builder, designer and consumer clients always find us to have the broadest selection of product and design options as well as the ultimate in customer service.

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 ability to provide almost all services in-house.

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