

FOR IMMEDIATE RELEASE

NORTHERN CHEMICAL SELECTS ZION & ZION AS MARKETING AGENCY

Zion & Zion continues to expand medium-sized business client base with addition of fast growing Phoenix-, Flagstaff- and Tucson-based Northern Chemical

Phoenix, AZ – August 10, 2009 – Already a fast growing company, Northern Chemical was recently awarded a contract with the Mohave Educational Services Cooperative, which provides purchasing services for Arizona schools, government and qualifying non-profit organizations. The new contract represents a significant expansion opportunity for the exceedingly successful Northern Chemical.

In an aggressive effort to stay ahead of the pack and to continue to keep moving its business and image forward, Northern Chemical has engaged leading mid-sized Phoenix advertising agency and public relations firm Zion & Zion as its marketing agency, giving the firm responsibility for Northern Chemical's brand and image development.

Clyde Hayes, Director of Business Development at Northern Chemical, stated, "We engaged Zion & Zion because of their reputation and attention to business detail. We interviewed multiple other firms, but the story was essentially the same... creative, creative, creative. Zion & Zion's team was indeed different—MBA and PhD level business education driving marketing strategy and superior creative direction. Don't get me wrong, the creative was as good or better than the top creative firms out there, but while other firms claimed to be 'business oriented,' they didn't really have the credentials or the experience."

Aric Zion, Zion & Zion's CEO, commented, "Our 'business first, creative second'TM approach continues to allow us to take share from other firms and to grow substantially—even more so in this down economy. It's also very rewarding to be able to engage at an executive level with clients such as Northern Chemical and to have meaningful, ROI-oriented discussions that drive marketing decision making."

For more information on Zion & Zion, please visit the company's website at www.zionandzion.com. For more information about Northern Chemical Company, please visit the company's new website, designed by Zion & Zion, at www.NorthernChemical.com.

About Northern Chemical Company:

Northern Chemical Company is a family-owned janitorial supply and service company that was established over forty years ago in Glendale, Arizona. We have built our reputation as a homegrown company based on integrity, superior service and equipment, and chemical knowledge that is second to none. So whether you are looking to spruce up your establishment or maintain a clean sanitary environment, look no further than the experts at Northern Chemical.

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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