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LUXURY SCOTTSDALE JEWELER SELECTS ZION & ZION FOR BRAND DEVELOPMENT, INTERACTIVE DEVELOPMENT AND INTERNET STRATEGY

Zion & Zion expands luxury and retail client base with addition of Scottsdale based e-jeweler, The Boris Collection

Phoenix, AZ – January 6, 2009 – Building on years of bricks and mortar-based experience in the jewelry business, entrepreneur Boris Kheyfets is now launching an e-commerce based business dedicated to the sale of both new luxury watches and pre-owned Rolex watches. The new venture, aptly named The Boris Collection, has now launched its new luxury e-commerce website developed from scratch by Zion & Zion.

The Boris Collection's website boasts a high level of interactivity and real-time, visual customization of luxury watches, unmatched by its competitors' sites.

Kheyfets, The Boris Collection's President and CEO, stated, "We knew that the goal was to effectively promote our new luxury watches and pre-owned Rolexes on the web. We also knew that all of our competitors have cookie cutter websites that really don't do justice to luxury products. So, after seeing the interactive marketing capabilities of Zion & Zion, and the work that they did for the Arizona Science Center, Sotheby's International Realty and others, our decision to go with them was a no brainer. None of the other firms we talked to could match Zion & Zion's business sense combined with their interactive development abilities."

Zion & Zion CEO, Aric Zion, stated, "We tend to be very successful with clients that appreciate and demand business acumen that is well integrated with creative and interactive development. Our firm continues to occupy a space unto ourselves—i.e. the intersection of deep business and deep marketing experience, and it is mastery of that space that continues to make us a valuable asset to clients such as The Boris Collection."

For more information on Zion & Zion, please visit the company's website at www.zionandzion.com. For more information on The Boris Collection, and to view the company's new interactive e-commerce site, please visit www.TheBorisCollection.com.

About The Boris Collection:

The Boris Collection is one of the world's principal leaders in contemporary pre-owned, refurbished, and vintage timepieces, with an emphasis on Rolex. We also offer a wide range of high-quality aftermarket Rolex accessories, ranging from diamond bezels to diamond dials. We are family owned and operated since 1999, and our focus has always been the purchase, restoration, and sale of fine timepieces. The company founder is a recognized expert throughout the world in fine timepieces.

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.