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ZION & ZION EXPANDS MEDIA STRATEGY TEAM

Zion & Zion announces the company's latest hire, Senior Media Strategist Mikael Greenlief

Phoenix, AZ – April 1, 2009 – Zion & Zion continues its growth in defiance of the current economy and in refutation of the general trend of contraction in the marketing, public relations and advertising agency world. Today, Zion & Zion announces the addition of Mikael Greenlief to its expanding team of talent.

With previous stints at Air Marketing and most recently at Santy, Mikael comes to Zion & Zion with a wealth of experience in media planning and buying for TV, radio, online, print and outdoor for high profile, national, regional and local clients including: Phoenix Children's Hospital, Hospice of the Valley, Brake Masters and Cold Stone Creamery. Mikael's experience also includes key roles in new business pitches for companies such as Renuzit (Dial), Mountainside Fitness, Brake Masters and Beaudry RV.

Zion & Zion CEO Aric Zion stated, "As we continue to grow and take market share, we're actively working to recruit the best and the brightest. It's exciting for us that someone with Mikael's background has decided to make the jump over to our firm. There's not only a place for Mikael here, but we welcome his enthusiasm and skills and look forward to him carving out his own role as time goes on and our firm continues to grow and evolve."

Zion & Zion remains on the lookout for promising talent to continue the company's expansion. Those interested can visit the company's website at www.zionandzion.com.

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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