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**SOUTHERN CALIFORNIA-BASED MOBILE EAR TAPS ZION & ZION FOR
DEVELOPMENT OF MARKETING STRATEGY AND BRAND—
ALSO NAMES FIRM AS AGENCY OF RECORD**

Wireless headset company Mobile Ear selects Phoenix- and Atlanta-based marketing firm Zion & Zion to assist with development of marketing strategy, brand creation, and advertising campaigns

Phoenix, AZ – October 1, 2007 – Building on several decades of experience in product development and wireless technology, Huntington Beach, CA-based Mobile Ear is introducing an innovative wireless headset device, both lighter and more technologically advanced than its competitors' products.

The overall market for wireless listening devices is skyrocketing with applications from the familiar cell phone earpieces to the emerging market for devices that enable users to experience TV, video games, and music without disturbing others.

According to Mobile Ear CEO Lanh Nguyen, "While wireless headphones have existed for many years, the age of lightweight, versatile, non-cumbersome wireless listening devices is now definitely upon us."

The new Mobile Ear product has been engineered to interoperate with a variety of audio sources including TVs, stereos, musical instruments, iPods and other MP3 players. In addition to interoperability, the Mobile Ear product has a transmitter that can operate on batteries or an AC power source, enabling the user true freedom from wires. Applications for the battery operated transmitter include enhanced listening capability in lecture halls, movie theatres, and other auditorium-like settings.

As regards the selection of Zion & Zion, Mobile Ear VP of Sales and Marketing Justin Bui stated, "We had experience with Zion & Zion in other ventures, and have always been not only pleased by their proactivity and business acumen, but their creative capabilities as well."

Zion & Zion CEO Aric Zion commented, "They've got a tremendous product. It weighs less than the competition's, it's more stylish, and its versatility is second to none. Our job was to design an appropriate brand and to now go after the young demographic."

Zion & Zion designer Savelle McThias added, "I really wanted to give Mobile Ear something that would 'pop' for young people. Let's face it. They spend a lot and they demand both style and image."

The new Mobile Ear website is now live, and the product is available for sale online. The coming months will reveal the introduction of additional elements of the Mobile Ear brand and advertising campaign as well as the evolution of the company's market strategy as more and more retailers are engaged.

Interested parties can learn more about Mobile Ear by visiting the Mobile Ear site, designed by Zion & Zion, at www.mobileear.com. For more information on Zion & Zion, please visit their website at www.zionandzion.com.

About Mobile Ear:

Mobile Ear has over 75 years combined experience in the field of Electronic Design and Manufacturing. As a company and as individuals, Mobile Ear is committed to customer satisfaction and striving for the highest quality in all the company's products.

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Mobile Ear aims to continue using the latest in audio technology to create innovative products that are of excellent quality and provide the highest benefit to our customers. We are proud to say that 100 percent of all our products are made in the United States.

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 including: healthcare, consumer products, higher education, food service, hospitality, fitness, telecommunications, pharmaceuticals, fine art, banking, and retail. Zion & Zion's staff includes experts with graduate and post-graduate training in business, engineering, marketing, and consumer psychology as well as specialists in the areas of graphic design, web programming, public relations, and advertising.

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