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CSAG SERVICES INCORPORATED, MR. HANDYMAN OF GIG HARBOR & TACOMA, NAMES ZION & ZION AS AGENCY OF RECORD

Mr. Handyman, serving Washington state in South King, Pierce and Kitsap counties, names leading home improvement marketing and advertising agency Zion & Zion as agency of record

Phoenix, AZ – December 8, 2008 – Established as one of the leading Mr. Handyman franchises in the U.S., Mr. Handyman of Gig Harbor and Tacoma has made the strategic decision to focus more on its core business, to outsource its marketing, and to name Phoenix- and Atlanta-based marketing and advertising agency Zion & Zion as its agency of record.

The demand for handyman services remains strong in the current economy, with homeowners deciding to invest in repairs and maintenance as opposed to replacement.

Mr. Handyman franchisee, Craig Dufrenne, stated, “Mr. Handyman recently announced its 300th franchise, and here in Washington State, we see the momentum as well. We continue to gain new customers, and our existing customers are loyal and represent significant repeat business revenues. That’s why we decided that it was time to engage a marketing agency—so that we can increase our focus on our core business.”

Dufrenne added, “We’d been considering the idea of naming an agency to handle our marketing and advertising for a while, but most of what’s out there are firms that do great creative, but are only so-so on business acumen. That’s what differentiated Zion & Zion, and that’s what clinched it. Working with them is like having a Senior VP of Marketing and an entire marketing department integrated into your business.”

Zion & Zion CEO, Aric Zion, noted, “Our firm works across several verticals, and home improvement is a market that we’re particularly strong in. Our past and present clients in the home improvement space include Renewal by Andersen Windows, VanDenBosch Doors and Windows, Slide-Lok Garage Interiors, Goettl Air Conditioning and a host of others, so our industry experience is really second to none in the home improvement space.”

For more information on Zion & Zion, please visit the company’s website at www.zionandzion.com. For more information on Mr. Handyman of Gig Harbor & Tacoma, please visit www.mrhandyman.com.

About CSAG Services Incorporated, Mr. Handyman of Gig Harbor & Tacoma:

Mr. Handyman of Gig Harbor & Tacoma is part of a nationwide network of 300 independently owned and operated Mr. Handyman franchises that provide commercial and residential property maintenance and repair services.

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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