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#1 RANKED ARIZONA POOL BUILDER SELECTS ZION & ZION AS AGENCY OF RECORD AND PUBLIC RELATIONS FIRM

After a lengthy review process, number 1 ranked Premier Pools of Arizona has selected Zion & Zion to handle all aspects of traditional and interactive advertising, marketing and public relations

Phoenix, AZ – September 9, 2009 – Identified three of the last five years as the leading Arizona pool builder by Ranking Arizona, Premier Pools and Spas has decided to invest to further strengthen its market position by signing with Zion & Zion, currently Phoenix's leading, mid-sized, full service advertising agency and public relations firm.

Already the dominant player in the region when it comes to the home improvement market, Zion & Zion will now take on responsibility for the ongoing development of Premier Pools and Spas' marketing strategy as it pertains to all advertising, interactive, and public relations efforts.

Aaron Gurley, General Manager for Premier Pools and Spa of Arizona, stated, "We talked to quite a few firms before making our decision. And they all started to sound alike—until we met Zion & Zion. They were the only advertising and PR firm that we found that actually had MBA and PhD level business training and, therefore, the ability to contribute to not only our creative and advertising strategy, but to our business strategy as well. Sure, all of the other firms try to talk business and use the lingo, but they don't have the combined creative and business training and experience that the team at Zion & Zion has."

Zion & Zion CEO Aric Zion stated, "Premier Pools and Spas is a fantastic company with product, service and processes that are second to none, and their strong focus on not only the brand but on business fundamentals makes them an ideal partner for us."

For more information on Zion & Zion, please visit the company's website at www.zionandzion.com. For more information on Premier Pools and Spas of Arizona, please visit the company's website, designed by Zion & Zion, at www.premierpoolsaz.com.

About Premier Pools and Spas of Arizona:

What started as one small office serving the Sacramento area has expanded to multiple offices in California, Arizona and Nevada. General Managers for each Premier Pools and Spas office have been hand selected from only the most highly experienced people with extensive knowledge of their local markets and a commitment to quality, they and their staff adhere to Premier Pools' business model of building superior-quality swimming pools and exceeding customers' expectations. Premier Pools and Spas unique building process allows the designer to remain involved from design to completion giving each customer a personal experience and added piece of mind.

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.