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CONTACT: Ashley Oakes  
480.751.1007 x114  
ashley@zionandzion.com

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## **REMEMBER MEDIA SELECTS ZION & ZION AS SOCIAL MEDIA/PR FIRM AND AGENCY OF RECORD FOR NATIONAL ACCOUNT**

***Zion & Zion's Social Media, PR and advertising client base continues to grow with addition of new national account—memory enhancement training provider Remember Media***

Phoenix, AZ – April 15, 2009 – With a client base that includes companies such as Northwestern Mutual, Merrill Lynch, Harley-Davidson and Century 21, Memory Dynamics founder Sean O'Neil knew it was time to expand his business model from classroom-based memory enhancement training to DVD-based training. Leveraging ten plus years in the business, O'Neil founded Remember Media and rapidly engaged in the translation of his service model to a DVD-based format and the translation of his distribution model to a national mass market one.

O'Neil stated, "We've had astounding success over the past several years, and it was clearly time to move to a distribution model that could enable us to reach everyone, instead of just those who attended our seminars. Thus, Remember Media was born. To enable the rapid development of the market and the taking of significant share, we engaged Phoenix advertising agency Zion & Zion to develop our internet strategy, public relations and social media marketing strategy and advertising campaigns and associated tactics. I have to say, we're thoroughly pleased with the results. Contrary to the MO of other agencies we interviewed, the Zion & Zion team is firmly rooted in business strategy and business acumen. Everyone else we interviewed talked a good game when it came to 'business', but at their core, others were just 'yet another creative firm'. Zion & Zion was totally different."

Zion & Zion CEO Aric Zion stated, "Sean and his team are a great crew, and we're pleased to be working with them. We certainly appreciate that they recognize what we bring to the table, and we certainly recognize and are passionate about the potential of what they have to offer to the market."

For more information on Zion & Zion, please visit the company's website at [www.zionandzion.com](http://www.zionandzion.com). For more information on Remember Media, please visit the company's website, designed by Zion & Zion, at [www.remembermedia.com](http://www.remembermedia.com).

### **About Remember Media:**

Remember Media has committed itself and its resources to helping everyone improve their memory—including those with memory loss. With all of our Remember Media DVDs, people will now have the opportunity to learn these essential skills on their own terms, at their own pace and in the privacy of their own home or office. Armed with their remote control and favorite chair, they'll be well on their way to finally understanding and mastering the power of memory.

### **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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