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ASPEN SOTHEBY'S INTERNATIONAL REALTY SIGNS WITH ADVERTISING, PUBLIC RELATIONS AND MARKETING STRATEGY FIRM ZION & ZION

Aspen Sotheby's International Realty selects leading Phoenix- and Atlanta-based marketing and advertising agency Zion & Zion to provide design, creative, marketing strategy, internet strategy and advertising services.

Phoenix, AZ – November 5, 2007 – While real estate markets around the country are down, the Aspen market is still strong. In 2006, price appreciation in Aspen was just under 30%, and the market hit a record sales volume at \$2.6 billion. And while transactions are down in 2007, the sales for the Aspen market are on track to surpass the record set last year.

No real estate firm has been more on top of the market than Aspen Sotheby's International Realty. In order to achieve even greater strategic advantage and increased momentum, the top notch firm has signed with full-service marketing strategy, advertising, public relations, and internet marketing firm Zion & Zion.

Mike Russo, president, Aspen Sotheby's International Realty stated, "We need to stay at the top of our game, and we need a marketing and advertising firm that's going to be able to keep up with us. That's where Zion & Zion came in. Most of the marketing partners that we've tried in the past were too slow to react and relatively unavailable when it came to customer service and responsiveness. Zion & Zion is the complete opposite. It doesn't matter when we call, what we need, or how tight the deadlines are, Zion & Zion consistently delivers world-class quality and creativity at breakneck speed."

Zion & Zion CEO Aric Zion added, "We've already completed two rounds of market planning for Aspen Sotheby's and several high end advertisements, including one for a \$29 Million home and a set of collaterals and ad campaign for a \$20 Million+ fractional project. We are extremely proud of the fact that The Sotheby's people in Aspen have recognized the quality of our work and customer service and that they've selected us to partner with."

For more information on Zion & Zion, please visit the company's website at www.zionandzion.com. For more information on Aspen Sotheby's International Realty, please visit the company's website at www.aspensothebysrealty.com.

About Aspen Sotheby's International Realty:

Aspen Sotheby's International Realty is centered on customers. We are here to bring buyers and sellers, the most comprehensive service available. Our brokers have unrivaled experience in the Roaring Fork Valley market, and our partnership with Sotheby's International Realty® gives our clients and brokers access to a discerning audience. This affiliation means enhanced market exposure and, most importantly, greater contacts for our customers.

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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