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## **11 YEARS / 11,000 KITCHENS – NASHVILLE-BASED ‘SOURCE 1 CABINETS’ NAMES ZION & ZION AS AGENCY OF RECORD**

***Nashville’s leading designer of kitchens and supplier of kitchen cabinetry has selected Phoenix- and Atlanta-based Zion & Zion to develop go-forward marketing strategy and to serve as agency of record***

Phoenix, AZ – June 19, 2008 – After 11 years in business and with 11,000 installations to their credit, Nashville’s premier designer and supplier of name brand kitchens including Kitchen Craft, Diamond, Canac, Decorá and Timberlake, has decided to widen the already significant gap between itself and its competitors.

Source 1 Cabinets Co-Owner, Claire Bradford, remarked, “Hands down, we have more expertise in the new kitchen and kitchen remodel markets than any of our competitors. The reputation we currently have has come through hard work and attention to detail, but we know that if we up our game on marketing, there’s really no limit to what we can achieve. That’s why we selected Zion & Zion. They’ve proven themselves to be a major asset for clients throughout the country that were ready to slingshot their businesses forward. We’ve seen what they’ve done for clients in real estate, home improvement, non-profit, software development—you name it; and they seem to have a true ability for utilizing their cross industry expertise in order to bring forth fresh ideas. The other firms that we looked at that specialized in a particular industry were just respinning the same old tired stuff. Zion & Zion was clearly what we were looking for.”

Zion & Zion COO, DuGué Zion, commented, “Our first step with Source 1 was to formalize marketing measurement and to institute tracking systems and an advertising review process to ensure that advertising funds were directed into the highest ROI areas. The second thing was to focus on establishing processes and programs to ensure adequate lead flow in order to smooth out business cycles and the seasonality inherent in their business. Now we’re focusing on the creative process in order to maximize consumer response and lead quality.”

For more information on Zion & Zion, please visit the company’s website at [www.zionandzion.com](http://www.zionandzion.com). For more information on Source 1 Cabinets, visit [www.source1cabinets.com](http://www.source1cabinets.com).

### **About Source 1 Cabinets:**

Source 1 Cabinets has been in business for over a decade, and is the recognized leader in kitchen design and installation in the Greater Nashville area. With a full time staff of design and installation personnel and backed by some of the finest cabinetry lines in the industry, Source 1 continues to delight customers year after year and project after project with its insight, flexibility and quality project results.

### **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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