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## **OHIO BASED STORAGE RESULTS SELECTS ZION & ZION TO HANDLE WEBSITE DEVELOPMENT AND INTERACTIVE MARKETING**

***Storage Results, an Application Results Inc. company based in the greater Akron, OH area, selects full service Phoenix and Atlanta based marketing firm Zion & Zion to lead website development and associated interactive marketing campaigns.***

Phoenix, AZ – May 17, 2007 – With the combined U.S. market for office furniture and garage storage reaching almost 15 billion dollars in 2006, according to market research companies SBI and Supplier Relations LLC, the timing for aggressive and well-funded entrants to make their plays couldn't be better. The astounding CAGR of both of these markets over the past few years makes these markets attractive to those who can differentiate themselves through superior marketing and branding initiatives.

That's where the selection of marketing firm Zion & Zion by Akron area based Storage Results, an Application Results Inc. company comes into play. The well funded and market aggressive management team at Storage Results has selected Zion & Zion, one of the country's leading mid-sized marketing firms, with operations based in Phoenix and Atlanta, to handle the creation and maintenance of the Storage Results' new website and to develop the Storage Results' interactive marketing and online initiatives.

Carl Mix, Storage Results president and CEO, stated "We're confident that we've made the right choice in selecting Zion & Zion. Their portfolio is unmatched, and their reputation for collaboration and service excellence is top notch." Mix also added, "Zion & Zion's past experience and success developing truly interactive websites and online marketing campaigns across a wide range of industries is going to play a key role in our success."

Zion & Zion CEO Aric Zion explained, "Storage Results is one of those clients that you just know you're going to enjoy working. They're technically savvy and attuned to good marketing. We're going to be launching their new website in a few days, and initiating their interactive marketing campaigns soon thereafter."

Storage Results is expected to be off to a strong start between its new best-in-class website and the strong marketing expertise that will go into building the company's online presence.

### **About Storage Results:**

Storage Results is an Application Results Inc. company based in the greater Akron, OH area. The company specializes in the custom design and build of both commercial and residential office spaces; healthcare office spaces; and residential garage interiors, including garage cabinets, garage wall storage, and garage floor coatings.

### **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 employees include 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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