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SUN CITY AWNING SELECTS ZION & ZION AS AD AGENCY, INTERACTIVE AND PR FIRM

38-year-old Sun City Awning to step up marketing efforts by partnering with leading mid-sized marketing agency, Zion & Zion

Phoenix, AZ – November 5, 2009 – In business since 1971, Sun City Awning is a well known fixture in the metro Phoenix home improvement market landscape. Focusing on its long standing reputation for top notch service and the personality that stems from being a multigenerational family-owned and operated business, Sun City Awning has continued to take market share, even in a down economy. Now, in order to leverage its strength into a rebounding economy, the 38 year old company has selected Zion & Zion to overhaul the company's marketing and advertising efforts to produce and position an even stronger and more competitive entity.

Brian Beachy, President of Sun City Awning, stated, "We considered multiple agencies before settling on Zion & Zion. What most of them didn't seem to really get was that 'creative' isn't the answer and that marketing is a multifaceted animal that requires business skills and depth as well as creativity. Yes, some of the firms have some business skills, but their backgrounds are primarily in 'advertising' and not in executive marketing leadership. That was the difference; and that was why we selected Zion & Zion."

Zion & Zion CEO Aric Zion stated, "We're extremely pleased to welcome Sun City Awning as a key client and are excited by the fact that they have such a great market presence to leverage as a starting point for our work together. The first priorities are going to be to get ROI analysis and tracking in place, followed by a creative revamp based on market analysis and a rebuild of the existing website and the implementation of an advanced interactive campaign utilizing a variety of the proprietary tools that our programmers have developed in-house."

For more information on Zion & Zion, please visit the company's website at www.zionandzion.com. For more information on Sun City Awning, please visit the company's website, soon to be redesigned by Zion & Zion, at www.suncityawning.com.

About Sun City Awning:

Established in 1971, Sun City Awning continues to grow substantially year after year. We're continuously adding new staff and strive to maintain a highly skilled and motivated workforce. Sun City Awning is the Phoenix area market leader when it comes to patio covers, retractable awnings, sunshades, window awnings, security shutters, gazebos, patio blinds, retractable screens and much, much more. Sun City Awning also offers a fun, challenging and diverse place to work for its employees; and high quality products and professional workmanship at a fair price for its customers. Family owned and operated, we believe that the customer is the number one priority and aim for 100% customer satisfaction in everything we do. You will find no better value for your money than at Sun City Awning.

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.