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ZION & ZION SELECTED TO DEVELOP UPS STORE FRANCHISE INTERNET-BASED CUSTOMER LOYALTY CAMPAIGN

Zion & Zion leads UPS Store franchise interactive marketing campaign. Campaign to substantially lower customer relationship management costs and increase customer loyalty.

Phoenix, AZ – September 12, 2006 – As part of an aggressive effort to boost customer loyalty, improve retention, and drive additional revenue, leading mid-sized marketing and advertising firm Zion & Zion has been selected to develop UPS Store franchise strategy in the key area of interactive marketing. As part of the initiative, Zion & Zion will implement a broad-based email and interactive marketing campaign on behalf of The UPS Store franchise. The campaign is expected to significantly lower the cost of customer communications and to provide The UPS Store with the ability to engage in highly targeted email communications, leveraging their existing vast database of customer contacts.

As part of the strategy development, Zion & Zion has already conducted consumer research and message testing in order to both optimize message content and to identify high response and high revenue potential segments.

UPS Store franchise owner, Dan Zajdel stated, “We conducted several interactive marketing pilot tests with Zion & Zion, and the results hold a lot of promise for strengthening relationships with our customers.”

Zion & Zion partner Aric Zion explained, “The goal is to build customer relationships by having the UPS Store make *service efforts* that are visible to its customers. Research shows that the simple act of making the effort to stay in touch with customers and increasing the frequency of customer communication, results in increased customer loyalty.”

About The UPS Store:

The UPS Store locations are independently owned and operated by licensed franchisees of Mail Boxes Etc., Inc., a UPS company. With more than 5,700 locations around the world, The UPS Store and Mail Boxes Etc. brands together comprise the largest network of retail shipping, postal and business service centers. For additional information, visit www.theupsstore.com.

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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