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## **V'S BARBERSHOP NAMES ZION & ZION AS AGENCY OF RECORD**

***Rapidly growing franchise V's Barbershop has named leading Phoenix- and Atlanta-based marketing, public relations and advertising agency Zion & Zion as full service marketing partner; Zion & Zion to provide advertising, public relations and internet strategy services for V's corporate and V's national franchise network***

Phoenix, AZ – February 19, 2008 – From the authentic, old fashioned barber chairs to the classic pool table in the back, V's Barbershop Franchises continue to set themselves apart. With personal care and men's grooming expenditures still on the rise, V's heads into 2008 looking to take advantage of the trend and to expand the company's market share.

V's Barbershop founder and CEO, Jim Valenzuela, commented, "We've already experienced great success and traction with the brand, but it's now time to take things to the next level. After extensively researching a number of small and large marketing and advertising firms, we made the decision to go with Zion & Zion. Among the deciding factors were the quality of Zion & Zion's portfolio of previous ad work, their extensive PR and media connections, and their extreme responsiveness to our aggressive schedules."

Zion & Zion CEO, Aric Zion, added, "We're extremely pleased that V's has decided to sign with us and take things up a notch. The nostalgia and richness of their brand gives us a lot to work with, and we're looking forward to working with them to build their business across the U.S."

For more information on Zion & Zion, please visit the company's website at [www.zionandzion.com](http://www.zionandzion.com). For more information on V's Barbershop, please visit [www.vbarbershop.com](http://www.vbarbershop.com).

### **About V's Barbershop:**

In an age where traditional barbershops are few and far between, V's Barbershop® captures the timeless, authentic barbershop experience with a seamless mix of modern amenities and classic style. V's is committed to providing patrons with an environment where a great haircut also means great memories for men and their sons. V's full-service, first-class barbershops offer a wide array of menu options including haircuts, straight razor shaves, men's facials and face massages, moustache and beard trims and complimentary shoe shines. V's Barbershop is independently owned and is headquartered in Scottsdale, AZ, with franchising opportunities available for those passionate about the barbershop experience. For more information about V's Barbershop, please visit the company website at [www.vbarbershop.com](http://www.vbarbershop.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 staff includes experts with graduate and post-graduate training in business, advertising, communications, marketing, and consumer psychology.

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