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## **ANDERSEN WINDOWS COMPANY, RENEWAL BY ANDERSEN, NAMES ZION & ZION AS PR FIRM AND AGENCY OF RECORD**

***Renewal by Andersen selects leading Phoenix- and Atlanta-based marketing and advertising agency Zion & Zion to provide advertising and public relations services for its operations in Arizona and Nevada***

Phoenix, AZ – February 12, 2008 – A long-time leader in the window and door replacement industry, Andersen Windows' Renewal by Andersen has had significant operations and success in the Arizona and Nevada marketplaces. As the "green movement" gains strength, and given that Renewal offers the only Green Certified product in the replacement windows and doors industry, Renewal by Andersen has continued to gain momentum.

With no window replacement company more on top of the markets in the Southwest than Renewal by Andersen, the company has decided to drive for additional market leadership by retaining leading Phoenix- and Atlanta-based ad agency and public relations firm Zion & Zion.

Shane Schuckman, Managing Partner at Renewal by Andersen, stated, "We've experienced strong growth over the past few years, but heading into 2008 and 2009, we want to take things to an even higher level. Our search for a marketing, advertising, and PR firm that had the creativity, business acumen, and responsiveness that we demanded ended with Zion & Zion."

Zion & Zion CEO Aric Zion added, "After an extensive preliminary engagement with Renewal where we conducted a detailed marketing assessment, Renewal decided to retain us on an ongoing basis. The things that our assessment uncovered and the things that we knew we could do together were significant. We're going to be able to provide a lot of value-add for Renewal, and we're looking forward to it. Our first steps are going to include revamping the creative and implementing an advanced segmentation, targeting, and response tracking strategy for direct mail and moving the company towards increased online initiatives."

For more information on Zion & Zion, please visit the company's website at [www.zionandzion.com](http://www.zionandzion.com). For more information on Renewal by Andersen's operations in both Arizona and Nevada, please visit either [www.rbaphoenix.com](http://www.rbaphoenix.com) or [www.rbavegas.com](http://www.rbavegas.com).

### **About Renewal by Andersen:**

At Renewal by Andersen we realize that our customers have many choices when it comes to buying replacement windows. To distinguish ourselves from the typical home improvement stores, we offer a higher level of service and higher quality installation.

That service begins with our energy consultants who are trained at the factory to understand all the features and capabilities of the products we sell.

They work with our customers in the home to help select the right windows for each opening, including the right design and energy options. This service is provided free-of-charge along with a detailed written proposal. Our installation crews are handpicked to ensure the proper level of experience, and then carefully monitored for quality control. We want to make sure that our customers' experience with Renewal by Andersen is completely satisfying from beginning to end.

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## **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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