

FOR IMMEDIATE RELEASE

**BRAND DEVELOPMENT AND COMMUNICATIONS FIRM,
SZEN MARKETING, ANNOUNCES STRATEGIC
ALLIANCE WITH ERGO WORLDWIDE**

**Focusing on brands and organizations in transition,
new alliance means strategic leveraging for clients**

ORANGE COUNTY – May 12, 2008 – SZEN Marketing, a full-service brand development and communications firm has recently announced a new partnership with ERGO Worldwide. Both firms, which are headquartered in Southern California, specialize in developing complete and positive marketing scenarios for owners and leaders to align corporate goals and vision with market opportunities. SZEN Marketing's exclusive accelerated planning regimen works to quickly determine the right course of action for emerging brands, companies in transition, and those looking to expand domestically or internationally.

"SZEN Marketing is especially active during economic downturns where companies are trying to navigate their brands and organizations through difficult times, which is primarily why we added the capability for executive and leadership coaching," stated Gary Szenderski, senior partner of SZEN Marketing. "We also refer to this as 'team development' because it's not always just the owners and top management, but the entire staff that are experiencing this."

Founded in 1996, ERGO Worldwide focuses on creative design and new conceptual platforms for brands going through transition; SZEN Marketing concentrates on strategic planning and brand positioning. Additionally, SZEN Marketing offers an executive and leadership coaching component, as well as internal branding programs to help owners, managers and leaders better manage the human resource aspects of change. SZEN Marketing also works behind the scenes with agencies and partners that need an expert objective perspective for the moment, but not as a permanent position within the company itself.

"Both SZEN Marketing and ERGO Worldwide focus on brands and organizations in transition, but Szen Marketing manages the strategic and planning aspects prior to developing new creative," explained Szenderski. "This would include analysis, research and all of the essential tools of effective strategic planning."

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Both firms work independently and in conjunction with organizations or brands of any size that desire results that will take them to the next level, be it brand or line extensions, new product developments and launches, entering new markets, going public, and more. Additionally, SZEN Marketing offers a fast-acting, all encompassing perspective based on the philosophy of its founder, which is that of “nothing in isolation”.

About SZEN Marketing

SZEN Marketing specializes in developing complete and positive marketing scenarios for owners and leaders to align corporate goals and visions with market opportunities, SZEN Marketing's exclusive accelerated planning regimen works to quickly determine the right course of action for emerging brands, companies in transition, and those looking to expand domestically or internationally. Using a proprietary methodology to magnify the impact of the vision of organizations of all shapes and sizes, SZEN Marketing's branding strategy leverages each company's uniqueness and incorporates it into a strategic plan to produce a competitive edge and lasting point of difference. As specialists in managing change for competitive organizations, they recognize the importance of building a solid leadership foundation and a vision minded internal corporate culture. SZEN Marketing provides a wide range of training, testing and internal branding services, as well as complete creative services that are available for image development, logo, website, and packaging for all forms of media. For more information, please visit www.szen.us.

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