

PRESS RELEASE

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Visuals attached

For Immediate Release

DESIGN TEAM CAPTURES RETAILER'S MOST UNIQUE ASPECTS
Zelen Communications engaged for new web site development

Tampa, FL, November 2010 — Bill Jackson, a unique adventure outfitter store in Pinellas Park, Florida, urges "It's time for your adventure" on its new web site designed by Zelen Communications.

"This was a great opportunity to showcase the amazing array of Bill Jackson equipment in a way that would make anyone want to gear up and get going," Zelen Communications President Terry Zelen said. "This new web site just makes it easier for adventurers to do just that, yet the look captures the historical aspects of what began as a military surplus store nearly 65 years ago."

The site features a far broader web catalog, easier online shopping, and information about outdoor adventures ranging from archery and backpacking to paddle boarding and snow skiing. Because Bill Jackson requires its staff to have in-depth experience, visitors have access to expert knowledge not only of products, but specific sports themselves. Calendars of outdoor adventure events and links to activity sites provide even more in-depth information.

"Our site needed an overhaul in both content and technology," explained Bill Jackson's Manager Rocky Welch. "We had been approached by numerous companies offering their services, but none seemed to understand the personality of the store. When we met with Terry Zelen, a longtime customer, we felt he had the ability to capture the uniqueness of our store. Zelen Communications hit it out of the park. They were most professional and took the time to help us understand the whole process. The site speaks for itself. We are extremely happy with the results and the continued support of Zelen Communications."

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ABOUT ZELEN COMMUNICATIONS

Zelen Communications offers comprehensive traditional and online marketing and advertising solutions for all businesses from start up ventures to established businesses looking to enhance their existing brand. The firm's clientele has included Mise en Place, Bill Jackson's Store for Adventure, Kforce, Newland Communities, Outback Steakhouse, Roman Law Group, Gospel Music Channel, and Magnon Jewelers, to mention a few. Zelen Communications, which was established in 1992, is located at 304 S. Melville Avenue in Tampa. Contact them at 813-250-1530 and learn more about the company by visiting www.zelencomm.com.

ABOUT BILL JACKSON

Bill Jackson and his wife Harriet have evolved their retail enterprise from a post-World War II military surplus store nearly 65 years ago into a state-of-the-art outdoor adventure outfitter. The Jacksons credit much of their success to word-of-mouth networking and to their expert staff. They hire only those who have a passion for the outdoors and a great deal of knowledge about their sport. That even includes snow-skiing. Their revolving ski deck has attracted flabbergasted visitors from around the globe. Visit Bill Jackson at 9501 U.S. Highway 19 North (at 46th Street) in Pinellas Park, Florida, or online at www.billjacksons.com.

Bill Jackson
Shop For
Adventurers

OUR HISTORY / ABOUT OUR STORE / CALENDAR OF EVENTS / CONTACT US

It's Time For Your Adventure

- BACKPACKING
- CAMPING
- FISHING
- HUNTING
- RAID SKATING
- KAYAKING
- SCUBA DIVING
- SNOW SKIING
- SNOW BOARDING
- TRIATHLON
- METAL DETECTION
- ADVENTURE CLOTHING

GIFT CERTIFICATES / BILL JACKSON GREEN INFO / LINKS

What's New

- NEW!** Kids Snorkel Class
- NEW!** Advanced SCUBA Class
- NEW!** Pompano Beach Live Trip
- NEW!** Kiyak Fishing Seminar
- NEW!** April 24th, 2008

and plenty of fun. At Bill Jackson's we are proud of our courses and wish to welcome you to this wonderful spot.

- Scuba Diver
- Enriched Air Nitrox (EAN)
- Refresher Course
- Tech Diving Classes
- Advanced SCUBA Class

Reservations for spaces in Bill Jackson's dive classes must be made in advance. There is a maximum of 8 students per instructor, so sign up early. A \$100 deposit will hold your seat (not refundable 7 days before the class begins). Balance is due on the first day of class.

CALENDAR OF EVENTS / CONTACT US

It's Time For Your Adventure

Click here to see our next exciting adventures in scuba diving.

Note: To insure your safety and success, PADI standards and Bill Jackson's agree that each student must have normal and healthy heart, lungs, sinuses, and ears. You are further required to have no severe emotional or neurological problems or communicable diseases. All students must also be comfortable in the water and be able to pass a swimming test.

GIFT CERTIFICATES / BILL JACKSON GREEN INFO / LINKS

