

PRESS RELEASE

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Visuals attached

For Immediate Release

KRISTIN ROCHA JOINS ZELEN COMMUNICATIONS TEAM

Tampa, FL, January 21, 2011 -- Kristin Rocha has joined Zelen Communications as account service coordinator. Most recently, Ms. Rocha, 27, was account manager/media buyer at Marshall Advertising, where she was responsible for client liaison and broadcast media rate negotiation.

"We are fortunate to have someone with such a strong work ethic and diverse experience on our staff," commented Terry Zelen, president of Zelen Communications. "She has already been an outstanding addition for both our clients and our business."

Ms. Rocha's background includes stints as a substitute teacher at the Academy of Holy Names, as a law clerk at Richard M. Rocha, PA, and as a sales associate with Gymboree, all in Tampa. She is a 2006 graduate of Florida State University with a Bachelor of Science degree in marketing.

For more information on Zelen Communications, visit the website at www.zelencomm.com.

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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. www.zelencomm.com.

