

## **Zina International Lends A Helping Hand**

*For Immediate Release*

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On June 30, 2008 ZINA International proved once again that their Good Neighbor Policy, created in 2005, is an important effort of the company. Recognizing their responsibility and commitment to communities in need, ZINA sponsored the annual QVC/Habitat for Humanity Golf Outing. This is the third consecutive year ZINA has sponsored Habitat for Humanity.

Habitat for Humanity is a nonprofit organization that seeks to eliminate poverty and build shelter for those in need. Habitat builds more than 250,000 houses around the world, providing more than 1 million people with safe, decent and affordable shelter. Through this event QVC and Habitat for Humanity were able to raise over \$130,000 in donations. This year's contribution will fund the construction of low cost housing in Chester County, PA.

Founder and President of ZINA International, Joe Mezzina states, "Efforts like these speak to the heart of our commitment in supporting the well being and advancement of local neighborhoods". ZINA International looks forward to continuing their efforts in giving back to local communities.

*Zina International is a leading provider of full service marketing solutions that enable brand manufacturers, suppliers and lifestyle product companies to successfully engage in live television shopping. We provide a wide range of solutions for our partners through our integrated offering of services including product sourcing, development, manufacturing, branding, logistics, and live television marketing. With a combined 40 years experience in product sales and marketing, ZINA is the premier provider of cutting edge solutions to the industry. For more information please contact Caitlin Florance, Product Research and Development Coordinator, ZINA International 201-842-0222.*