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**KITE TO HELP IN PROMOTING SEATTLE'S CAPITOL HILL**

Brand and Messaging Will Help Update and Elevate Seattle Neighborhood's Status as  
Great Place to Live, Work and Shop

SEATTLE – October 9, 2008 – Kite Inc., a full-service brand strategy and design firm, has started work on the first phase of a brand development project for Seattle's Capitol Hill neighborhood. The Capitol Hill Chamber of Commerce hired Kite to help promote and accentuate the neighborhood as a great place to live, work and shop.

This first phase of work, part of a comprehensive 5-year strategic marketing communications plan, will focus on branding and message development. One of the initial goals of the program is to promote Capitol Hill as a shopping, dining and entertainment destination that will continue to remain vibrant during initial stages of the light rail construction beginning in 2009.

“Through this initiative, we hope to identify, illuminate and communicate the attributes of Capitol Hill that are unique and beloved by residents and visitors alike,” said Jack Hilovsky, executive director of the Capitol Hill Chamber of Commerce. “With Kite's approach, we look forward to gaining a better understanding of our customers' perceptions and experiences, recognizing the goals of multiple stakeholders and ensuring a long-term commitment to our neighborhood's economic vitality and diversity.”

In Seattle's ever-changing landscape, there is increasing competition for new residents, diners, shoppers and entertainment goers. Kite will be working closely with stakeholders involved in the area such as Pike-Pine Neighborhood Association, Capitol Hill Community Council, Greater Seattle Business Association, as well as local business owners and residents, to gain a deeper understanding of the community's needs and ambitions.

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“Ultimately the success of this project will depend on the stakeholders’ ability to deliver consistent experiences that are true of Capitol Hill,” said Mary Weisnewski, principal at Kite. “By revealing the community’s unique qualities and expressing them in a strategic communications campaign, we can help distill the essence of Capitol Hill and the potential of this neighborhood.”

Kite Inc. is a Seattle-based full-service brand strategy and design firm that serves an array of companies and organizations large and small, across diverse industries including professional services, healthcare, financial services, technology, consumer, business-to-business, non-profit and real estate. Kite’s services include brand strategy development, and graphic and interactive design. More information about the firm can be found online at [www.kitebrandstudio.com](http://www.kitebrandstudio.com).

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