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FOR MORE INFORMATION:
Heather Milt (206) 200-8207
hmilt@launchcmus.com

KITE LAUNCHES NEW BRAND AND WEBSITE FOR THE COTTAGE COMPANY

New Brand Elements and Website Help to Convey the Company's Strong Commitment to Sustainability and Smart House Choices

SEATTLE – March 17, 2009 – Kite Inc., a full-service brand strategy and design firm, today announced the launch of a newly designed website for The Cottage Company. The nationally recognized, innovative residential development company based in Seattle, turned to Kite in spring 2008 to leverage its successful organic growth by building an even stronger conscious brand and website that would solidify its story and capture increased mind share.

Led by co-founder and president, Linda Pruitt, The Cottage Company has established a proven track record, is a sought out expert and is known nationally as a pioneer in the development of unique single-family homes, smart growth and regulatory practices.

“Our goal was to establish a brand foundation that captures the mission, personality and promise of The Cottage Company and communicates it in a meaningful way to our target audience,” said Pruitt. “Through extensive research with home owners and partners, Kite was able to reveal the strengths and benefits of the company and create a business tool that would allow for clear and consistent actions and communications.”

Kite helped to identify the company's new mission, “pioneering sustainable communities where homes are more than houses and neighborhoods are more than zip codes,” and its brand promise, “creating lasting value.” The visual brand development – logo, look and feel – was driven by the brand strategy and will enable the company to present a more accurate visual representation of the brand. The new website, www.cottagecompany.com, leverages the brand into a key communications tool.

“Prior to the new launch, we had a very basic, home-grown website that lacked both the functionality and brand personality that would allow The Cottage Company to move forward,” said Pruitt. “Kite's team of experts delivered an end result that powerfully presents our beautiful, sustainable and smart housing choices.”

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Kite Launches New Website/Page two

Designed to meet the needs of multiple audiences from prospective home buyers to city and county officials and land sellers, the new website will communicate The Cottage Company's commitment to sustainability, lifestyle and quality. The site also includes a content management system that will enable the company to easily update the status of current projects on the site without having to go through a web developer. Prospective buyers will now be able to track the expansion of the company's communities, including its newest development in Silverdale, Wash.

"As its key communications vehicle, The Cottage Company has a huge opportunity to take its website to the next level and leverage the full potential of this tool, aligning the sophistication of its communications with the quality of its homes, and ensuring assumptions and perceptions are on-target with the experience of the product," said Mary Weisnewski, principal at Kite.

The Cottage Company is an innovative residential development company based in Seattle that provides new models for sustainable living and smart house choices. Founded in 1996, the company has completed seven award-winning communities in the Pacific Northwest and has become recognized as a national leader in smart growth. More information about the company can be found online at www.cottagecompany.com.

Kite Inc. is a Bellevue-based full-service brand strategy, graphic and interactive 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, nonprofit 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.

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