

For Immediate Release

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PEACEHEALTH AND KITE PARTNER ON BRAND DEVELOPMENT

Kite focuses on building and implementing authentic brand experiences

SEATTLE, WA. --- March 10, 2008 --- Kite, a brand strategy and development firm, has been chosen by PeaceHealth to partner on brand-development work for the Bellevue-based health care system. Kite will work with PeaceHealth, one of the Pacific Northwest's leading health care delivery systems, on brand programs that support the organization's vision of delivering safe, evidence-based, compassionate care to every patient. Established in 1890, PeaceHealth hospitals, provider networks and laboratory services serve communities across Alaska, Washington and Oregon.

“Continuing to strengthen the PeaceHealth brand is consistent with our focus on delivering exceptional medicine and compassionate care to the many communities we serve,” said Brien Lautman, System Director for communications, marketing and brand. “We chose Kite because of the team’s experience working with large, regional organizational structures, as well as their understanding and thorough approach to brand development.”

Kite is a brand strategy and implementation firm started by Mary Weisnewski, an expert with more than 10 years of experience. Kite provides a variety of brand creation, management and design services, engaging with clients at any point in the life of their brand. Kite has worked with a diverse range of industries and organizations, and current clients include Point B Solutions Group, The Cottage Company, Nyhus Communications, Quotemaster and Sagittarius Software. Ms. Weisnewski is also a frequent speaker, locally and nationally on the power of Authentic Branding, most recently speaking at the Fast Company sponsored Net Impact Conference in Nashville, Tennessee in November 2007.

PeaceHealth is a not-for-profit health care system sponsored by the Sisters of St. Joseph of Peace, with hospitals, provider networks and services located in Alaska, Washington and Oregon.

Kite, Inc is a Seattle-based brand firm, with experience in industries including technology, professional services, healthcare, financial services, business-to-business, non-profit, museums, foundations and real estate. Kite engages with clients at any point in the life of their brand, providing services such as strategic brand and message development, brand audits and benchmarking, and the creation of a broad range of communications materials. For more information about Kite, please visit the company's website at www.kitebrandstudio.com.

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