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HCK2 Partners Builds Interest in the New HMCapital.com

Dallas-based integrated marketing communications agency launches firm's new Web site

(DALLAS) – Private equity firm **HM Capital Partners LLC**, known for making investments in energy, food and media, has made another it believes will help their team for years to come – its own Web site. The new HMCapital.com was developed exclusively by North Texas-based and top-five ranked integrated marketing communications agency, [HCK2 Partners](http://HCK2Partners).

"We are thrilled to have a new, user-friendly Web site that has organized our portfolio and help increase our visibility on the Internet," said [Charles Bauer, vice president of investor relations](#). "The team at HCK2 thought of everything to customize this Web site according to the needs of all our partners at HM Capital."

The new Web site is powered by an award-winning, open-source content management system, which the [interactive team at HCK2](#) specializes in implementing for all of its clients' Web presences.

The strategy behind HMCapital.com was to create a uniformed aesthetic that would have manageable features and allow for real-time updates to the site.

"This site is more about what is not seen that will best position HM Capital online and help increase its brand awareness," said [Heather Capps, CEO and creative director at HCK2](#). "Our clean design, logo integration for its clients and focus on usability rather than bells and whistles will provide them a Web site that will stand a test of time."

For more information about HCK2 Partners and its interactive team, call them at (972) 716-0500 or online at HCK2.com.

About HCK2 Partners

HCK2 Partners (HCK2), formerly Michael & Partners, is a Dallas-based full-service integrated marketing communications agency. Ranked among the top five public relations agencies in North Texas by the *Dallas Business Journal*, HCK2 communications programs keep clients close to customers and ahead of the competition with comprehensive media relations campaigns; creative multimedia marketing; and innovative interactive solutions. Founded in 1998, HCK2 has developed marketing communications expertise in growth industries

including: construction, finance, energy, healthcare, retail, technology and telecommunications. More information is available online at www.hck2.com.