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Freese and Nichols, Inc. Develops New Online Architecture from HCK2

Integrated marketing communications agency launches new website for consulting leader

(FORT WORTH) May 11, 2010 – Recently, award-winning and respected leader in engineering, architecture, environmental science, planning and construction services **Freese and Nichols, Inc.** consulted Dallas-based **HCK2 Partners** to develop, code and design their new website, which was needed to feature its vast work portfolio and long-standing commitment to corporate social responsibility.

“Our new website will both help us confirm the magnitude of work we have already completed, and help us evolve into new markets and regions seamlessly,” said **Mike Nichols, chief marketing officer and senior vice president at Freese and Nichols**. “Our company is 116-years-old, which shows sustainability but can be concerning in terms of staying current. Thanks to HCK2, we are reassured our online presence is current, refreshed and progressive.”

The award-winning, integrated marketing communications agency knew it had to tackle several areas of development and interactive design to give Freese and Nichols a website worthy of its industry leadership.

“We did extensive research in the architecture and engineering industries and know this website is top-of-the-line in terms of performance, functionality and aesthetics,” said **CEO and Creative Director of HCK2 Heather Capps**. “This is not a template website; rather it is stylized for Freese and Nichols’ needs without sacrificing the superior visual design.”

HCK2 developed functionality tests to determine the site uploads more than two seconds faster on IE 7, 8 and Firefox than its previous online presence. Most importantly, HCK2’s interactive team exclusively uses the much-admired content management system, **Drupal**, which is used by noted Web-savvy organizations such as MTV, Nokia, The Walt Disney Company and even the U.S. Government.

“The content management system HCK2 developed for us has created a clean, informative and dynamic website that tells our story,” said **Gary Soward, chief information officer at Freese and Nichols**. “We now appear as the innovators in our space that our clients know us to be, and now all prospective clients will be able to learn more about Freese and Nichols faster and more efficiently.”

To learn more about Freese and Nichols' expertise and leadership in engineering, architecture and construction services, visit www.Freese.com. For more information about HCK2's interactive development, creative design or public relations services, visit www.HCK2.com.

About Freese and Nichols

Freese and Nichols, Inc. is a full service professional consulting firm serving municipal and county governments, water districts, the U.S. government and higher education. With offices across Texas, Freese and Nichols' 400+ employees provide engineering, architecture, environmental science, planning and program management services throughout Texas. For more information about Freese and Nichols, visit www.freese.com.

About HCK2 Partners

HCK2 Partners (HCK2) is an award-winning, woman-owned, Dallas-based full-service integrated marketing communications agency that has been ranked consistently among the area's top three 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, direct selling, finance, energy, healthcare, municipalities, retail, technology and telecommunications. More information is available online at www.hck2.com.