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## **HCK2 Partners Ranked Third Largest D/FW Area PR Agency**

*North Texas marketing communications firm ranked by Dallas Business Journal's 2010 Book of Lists*

**(DALLAS)** – **HCK2 Partners**, one of the fastest growing integrated marketing communications agencies in the Southwest, recently learned it climbed from number five to three in the annual ***Dallas Business Journal's*** “2010 Book of Lists” rankings.

“Being in the top three agencies in this highly competitive marketplace says volumes about how we serve our **clients**,” said **Heather Capps**, **president and CEO of HCK2**. “We have several differentiators among other PR and creative agencies here, which means we are able to provide our clients – both current and potential – insightful ways to stand out among their own competition.”

**Kenneth Kracmer**, **HCK2's managing partner and public relations director** believes two of those main differentiators HCK2 clients have enjoyed is being a true **full-service agency** and having a unique **flat-rate billing system**.

**Gary Spinell**, **Mannatech's senior vice president of finance and administration** believes a relationship with HCK2 has been a definite improvement to their corporate strategy and outreach.

“We have experienced improved search engine optimization, several positive newspaper articles, strengthened media relationships, exceptional quality and timely crisis responses, as well as two to three times the number of press releases issued highlighting all aspects of our business,” he said.

“In conclusion, look no further when searching for a PR firm than HCK2 Partners.”

Currently, HCK2 offers its integrated marketing services to retained and project-based clients in almost every industry ranging from construction, direct selling, energy, finance, healthcare, legal, municipalities, retail, technology and telecommunications.



“We are truly blessed with phenomenal partner clients. As long as we continue to provide superior service and campaign ideas to brand our clients, I don’t see any reason why we won’t continue this success,” Kracmer added.

The agency is celebrating its tenth year of consecutive growth and recognition on the *Dallas Business Journal’s* “Book of Lists.

**About HCK2 Partners**

HCK2 Partners (HCK2) is a Dallas-based full-service integrated marketing communications agency. Ranked among the 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, energy, finance, healthcare, retail, technology, telecommunications and municipalities. More information is available online at [www.hck2.com](http://www.hck2.com).