

Summer Communications to Rebrand hSo

3rd July 2003

Summer appointed by IT office communication specialist, hSo for corporate re-branding and communications campaign.

Following a five-way pitch, Summer Communications has been appointed by hSo to create a new corporate identity for the IT business communication specialist. The re-branding will roll out across a range of communication programmes in the autumn.

hSo provides customers with a range of reliable, flexible and scalable telecoms and network solutions that increase the productivity, speed, mobility and security of their customer's businesses. hSo is backed by some of the country's largest property owners: British Land, Canary Wharf, Legal & General, Morley Fund Management and Prudential.

Chris Evans, managing director of hSo said, 'we wanted to find a partner to work with us to help us reposition ourselves. We want to be seen as the leading player offering real broadband based communications solutions to tenants within buildings in all major business centres across the UK. Summer had a good grasp of what we are trying to achieve and creative credentials to match. We believe we have found a solution to present our business in a way pertinent to our customers' needs.'

Mark Springall, managing director of Summer Communications said, 'we are delighted to be working with Chris and his team at hSo. There's a lot of work to do, but it's an exciting challenge and a great opportunity for us. Summer is only six month's old but we have had three pitches and have one all three. We're now looking forward to the fourth!'

- ENDS -

About hSo

Founded in 2000, hSo is a customer service focused, integrated communications provider bringing managed voice, Internet, video and data solutions to business customers in UK metropolitan markets. The company, which has seen rapid growth in excess of 100% year on year, works in partnership with property owners to provide high quality, competitively priced best-of-breed telecoms and data services to its customers, together with industry-leading levels of customer service.

<http://www.hso.uk.com>

For further information, please contact:

Fraser Butters/Kelly Stroud
Spreckley Partners
E: butters@spreckley.co.uk
T: 0207 388 9988

About Summer

Summer was founded on 1st January 2003 by Mark Springall, previously a director of Proximity London.

For more information, please speak to:

Mark Springall
Summer Communications Limited, 53 Pembridge Road London W11 3HG
Tel: 020 7229 0977
Direct: 020 7229 0974
Email: mark@summercommunications.co.uk