



For Immediate Release
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MEDIA CONTACT
Kerri Fulks
(972) 499-6617
Kerri.Fulks@hck2.com

SaveOnEnergy.com selects HCK2 Partners as PR Agency of Record

Energy savings leader partners with Dallas-based integrated marketing communications agency

(DALLAS) – SaveOnEnergy.com, a Dallas-based organization positioned as the authority on national electric and natural gas competition and comparison shopping online, recently hired [HCK2 Partners](http://HCK2Partners.com) as its public relations agency of record.

“Every marketplace needs an organization to steer the conversation in its industry. This is our goal with SaveOnEnergy.com,” said **Brent Moore, chief executive officer of SaveOnEnergy.com**. “With the proven help of HCK2, we will direct consumers and business owners to take advantage of electricity competition and energy shopping with all rewards going back to the customer.”

As a result of this partnership, SaveOnEnergy.com looks to educate [commercial](#) and [residential](#) customers on their rights in a deregulated energy market through a strategic and creative campaign approach. As part of the PR program, SaveOnEnergy.com will share [tips for consumers and corporations on saving energy](#) and [teach customers how to shop for energy](#).

“We are thrilled to partner with SaveOnEnergy.com,” said [HCK2 CEO and Creative Director Heather Capps](#). “In a time where energy costs are always top-of-mind, our work will do more than benefit its clients, but corporations and consumers, as a whole.”

HCK2 is an award-winning, full-service agency that has served a [diverse array of Fortune 1000 and industry-leading clients](#). Among its most recent achievements, HCK2 was honored as the number five ranking in the 2008 *Dallas Business Journal's* “Largest PR Firms” – the ninth consecutive annual recognition of the progress and growth for the mid-size firm.

For more information on competitive electricity rates and respected energy providers, visit SaveOnEnergy.com.

About SaveOnEnergy.com

SaveOnEnergy.com is a free, one-stop resource connecting commercial and residential customers with multiple electric and natural gas providers in a competitive energy market. Founded in 2003, SaveOnEnergy.com has become the leading source for connecting customers with reputable energy providers and changing the way people think about and shop for energy. By doing the research, establishing the standards and creating an open avenue for energy suppliers to earn the business of customers, SaveOnEnergy.com is the leading advocate for deregulated energy in a competitive marketplace. More information is available online at SaveOnEnergy.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 hck2.com.