



PRESS RELEASE

H&K Group, Inc.
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FOR IMMEDIATE RELEASE

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The H&K Group, Public Relations Office

H&K LAUNCHES NEW PRIMARY & COMPANION 50TH ANNIVERSARY WEBSITES

Skippack, PA – On Monday, January 8, 2018, The H&K Group (H&K) launched its brand new website, www.hkgroup.com.

Designed as part of H&K's overall corporate rebrand and marketing restructure, our new presence in the digital domain has been meticulously retooled to enable our customers, clients, vendors and communities to better understand, experience and navigate the vast array of products and services offered by The H&K Group. H&K's new website also endeavors to present a crisp, modern, innovative texture to one of the most trusted names in the [heavy civil contracting](#) and [construction materials](#) sector since 1968 - The H&K Group.

Noteworthy programming changes on H&K's new website include improved search or browsing logic; focusing now on icon-driven functionality and a "less is more" approach to site navigation. To further aid in the browsing experience, the new site also features the latest in "responsive" web design technology, allowing virtually any device to seamlessly adjust or adapt to H&K's new site - phone, PC, tablet, etc.

To further mark 2018 as a milestone half-century of business excellence year for H&K, the company also launched a special 50th Anniversary micro website, or "microsite," on Wednesday, January 31st. Designed specifically to honor, respect and cherish H&K's history, legacy and most importantly, its Founders and all who have contributed to the successes of H&K through the years, this microsite celebrates its 50th birthday in style.

Key elements of this birthday site include an extensive scrolling timeline of milestone moments in our corporate history, a glimpse into key traditions that have come to define our corporate persona, a selection of collectible promotions and the latest news relating to H&K's 50th anniversary celebration. H&K's birthday microsite can be reached by clicking its exclusive 50th Anniversary Logo anywhere it appears on the main website, or visiting birthday.hkgroup.com. Enjoy and stay tuned in throughout 2018!

The H&K Group Family of Companies provide [heavy civil contracting and construction services](#), [construction and building materials](#), and [associated ancillary services](#) through 85 operations in three states including eastern PA, NJ and DE. Further information on H&K Group, Inc. or The H&K Group Family of Companies may be found by pointing your browser to www.hkgroup.com or calling 610.584.8500.

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