

Date: 26 March 2010

Sovereign Kingfisher joins the Sovereign brand identity

Last July Sovereign Housing Group underwent a rebrand and then rolled out its new brand identity as Sovereign. Kingfisher HVHS Housing Association also amalgamated with Sovereign at that time, joining Sovereign South+West, Sovereign Twynham and Sovereign Vale as Group members.

The new Sovereign brand embodies the success of the Group and is consistent with Sovereign's mission and values, while embracing the diversity which characterises the Group.

As of 1 April north Hampshire's largest housing association, Kingfisher HVHS, is going to join the new brand identity as Sovereign Kingfisher. Sovereign Kingfisher will continue to provide quality services to its 7,000 homes under the Sovereign name.

Carol Williams, Managing Director of Sovereign Kingfisher, commented, "The new Sovereign Kingfisher reflects the cohesive approach to communication and behaviour that helps all parts of the Sovereign Group to maintain a professional image in the minds of residents and partners. Importantly, the cost of the new brand design will also soon be recouped as a result of a new approach to materials management, permitting onward cost savings."

The Sovereign Group is one of the 20 largest social housing groups in the country and a main provider of affordable housing across South and South West England. To find out more about the new Sovereign Kingfisher brand, please visit www.sovereign.org.uk/kingfisher.

- ENDS -

Notes to Editor:

- *The Sovereign Housing Group is made up of five charitable associations: Kingfisher HVHS Housing Association Ltd, Sovereign Housing Association Ltd, Sovereign Housing Group Ltd, The Vale Housing Association Ltd, and Twynham Housing Association Ltd - plus their subsidiaries.*
- *If you would like more information, please contact Chris Irons, Public Relations Manager for Sovereign, on 01635 277406 or 07810 506423, or email chris.irons@sovereign.org.uk.*