

20 September 2006

PRESS RELEASE – FOR IMMEDIATE RELEASE AND DISPERSAL

Victoria's "Hotspot" Receives Facelift

Local hotspot restaurant, Hugo's Grill and Brewhouse, has closed its doors to receive a complete overhaul of the restaurant's image and facilities. Catapult Imaging Studios, a Victoria based, full-service communications company, won the contract to spear-head the substantial marketing and brand identity venture for the local venue.

The old Hugo's sign will soon be removed and replaced with new, funky-restaurant signage and exterior design. The restaurant's new name, Sanuk, a Thai word meaning pursuit of happiness, is the inspiration behind Catapult's new image for the restaurant. "Sanuk will provide its clientele with a complete Asian-fusion dining experience," states Shon Taylor, Creative Director of Catapult.

Before the restaurant re-opens in mid October, Catapult will have recreated all aspects of re-imaging including the modern atmosphere and logo design. Catapult has also designed the restaurant's new business cards, menu and wine list plus unique embossed glassware, custom metal work and other logo-inspired commodities. Clientele will soon have access to a newly created and launched Sanuk website that will include weekly features lists and complete menu details.

During the renovations, Catapult has implemented a unique style of hoarding – the papering of windows and privatizing during large renovations – by developing custom light boxes for the windows. Viewers will be able to look into window peepholes to view back-lit boxes with custom images, murals and designs.

Catapult Imaging Studios is an all inclusive talent group, offering full website design and development, corporate imaging, rich media development, print services and custom photography. For complete details on Catapult Imaging Studios please call (250) 380-0521 or visit their website at www.catapultis.com.

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