

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Howard, Merrell & Partners Promotes James to Senior Media Planner and Buyer

RALEIGH, NC, December 14, 2009—Strategic branding and advertising firm Howard, Merrell & Partners announces the promotion of Karen James to Senior Media Planner and Buyer. In her new role, James leads accounts and oversees other disciplines, in addition to researching, planning and buying traditional and non-traditional media for clients.

Throughout her years in the agency's Media Assets department, James has provided top-notch service and support to a variety of companies, including Audi, Applebee's, Colonial Bank, BB&T Bank, SAS Institute, ING Direct, the CORDURA® Brand and Component Hardware Group. "She is a strategic, thoughtful media buyer, who always has the client's best interest in mind," explains Donna Mercer, COO at Howard, Merrell & Partners. "In addition to being a skilled media buyer, Karen is incredibly dedicated and dependable."

James graduated from the University of North Carolina at Chapel Hill with a bachelor's degree in journalism & mass communications.