

## HOWARD, MERRELL & PARTNERS

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### FOR IMMEDIATE RELEASE

## Howard, Merrell & Partners Promotes Haigler to Account Supervisor

**RALEIGH, NC, December 7, 2009** – Howard Merrell & Partners, a strategic branding and advertising firm, is pleased to announce Rett Haigler's promotion to Account Supervisor in the Account Management department. In this role, Haigler is leading the agency's branding and communications efforts for a number of accounts including the CORDURA® Brand, Component Hardware Group, Strikelron and Texas Farm Products.

"Rett's dedication and work on the CORDURA® Brand business has helped us develop great strategic work as well as two award winning campaigns," explains Jim Cobb, president and chief executive officer of Howard Merrell & Partners. "He has also been instrumental in attracting and landing the Strikelron account this year."

### **About Howard, Merrell & Partners**

Raleigh, NC-based Howard, Merrell & Partners Inc., specializes in linking business and communications strategies to yield higher levels of financial performance for its clients. Founded by Jack Howard in 1945 and later reorganized as Howard, Merrell & Partners under Mac Merrell's leadership, the agency is a pioneer in understanding and applying the power of emotions to develop more effective business and communications strategies. Agency service offerings include brand development, creative development and production, consumer insight research, public relations, media asset services, event planning and management, social media, interactive services, Hispanic marketing and strategic planning.

Recent clients include BASF, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Interton, INVISTA (CORDURA® brand), NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, THOR•LO, UltraPet, and Zilla. The agency's work has been honored by the Telly Awards, the Addys, Graphis, The

London International Advertising Awards, The Communicator Awards, Sir Walter Raleigh Awards, Hermes Creative Awards, The InSpire Awards and the North American Precis Syndicate. For more information, visit <http://www.merrellgroup.com>.

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