

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Corfield and Moore Promoted to Associate Creative Directors

RALEIGH, N.C. - January 19, 2010 – Howard, Merrell & Partners, a full-service strategic advertising and branding firm, promotes two key members of its award-winning Creative Department, John Moore and Kevin Corfield. Both now hold the position of Associate Creative Director.

“Despite a struggling economy, we’ve been fortunate. Current clients are getting bigger. New accounts are coming in. Promoting John and Kevin was an easy decision,” said Billy Barnes, Creative Director at Howard, Merrell & Partners. “Their experience, energy and leadership abilities are exactly what we need to handle the growth and ensure the work is as good as can be.”

Moore celebrated his 10-year anniversary with the firm in 2009 and previously held the position of Senior Art Director. In his new role, he will help guide and supervise creative on various accounts. During his tenure at Howard, Merrell & Partners, Moore’s work has received many awards, including a Graphis Gold Award, several Triangle ADDY Awards, Telly Awards, Webby Awards and W3 Awards. In his free time, Moore serves on the board of the Triangle YMCA Y-Guides and Princesses Program. He also offers creative services to the Gail Parkins Memorial Ovarian Cancer Walk and the Optimist Club's Mile of Hope event. Moore received a Bachelor of Arts degree in Verbal and Visual communications from North Carolina State University in Raleigh, N.C.

Since joining the agency, Corfield has worked on multiple accounts as a Senior Copywriter. In his new role he, like Moore, will primarily oversee creative efforts for multiple clients. Previously, he held copywriting positions at the Smith Brothers Agency and Blattner Brunner in Pittsburgh, Pa., and for The Walt Disney Company in Burbank, Calif. Corfield’s work has received recognition from the National ADDY Awards, the W3 Awards, PRINT and the O’Toole Awards. He graduated from Indiana University in Bloomington, Ind.

The agency’s Creative Department has grown steadily over the past few years, adding top creative and interactive talent from around the country and producing work that is praised by clients and honored by the industry. More importantly, the creative work is effective and produces results.

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), Naughty Bits, 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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