

HOWARD, MERRELL & PARTNERS

For more information:

Laura Gross
919-844-2768

lgross@merrellgroup.com

FOR IMMEDIATE RELEASE

Gurgainus Joins Account Management Department at Howard, Merrell & Partners

RALEIGH, NC, January 4, 2010 – Katie Gurgainus joins Howard, Merrell & Partners as an account executive with the Account Management Department. In her new role, she will primarily service the CORDURA® Brand, Component Hardware Group, Akadema, Texas Farm Products and Strike Iron clients.

Gurgainus' solid communications and account services background fits in well with Howard, Merrell & Partners' commitment to providing the highest quality service and support to each and every one of the agency's clients. Previously with Ogilvy in Durham, N.C., Gurgainus worked on a variety of accounts including Old Dominion Freight Lines, Hilton Head Island Tourism and the Ronald McDonald House in Chapel Hill. Her prior experience includes an account executive position with the Rockett, Burkhead and Winslow advertising agency.

Earning her bachelors degree from the University of North Carolina at Wilmington, Gurgainus also served as the University's student body president. She currently serves on the ADDY awards and public service announcement committees for the American Advertising Federation of the Triangle.

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 and strategic planning.

(more)

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, Hewlett-Packard, Interton, INVISTA, Naughty Bits, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, THOR•LO, UltraPet, and Zilla. The agency's work has been recently honored by, the Telly Awards, the Addys, Graphis, The London International Advertising Awards, The Communicator Awards, and the North American Precis Syndicate. For more information, visit <http://www.merrellgroup.com>.

###