

HOWARD, MERRELL & PARTNERS

For more information:

Laura Gross

(919) 844-2768

lgross@merrellgroup.com

FOR IMMEDIATE RELEASE

Josh Feuerhelm Joins Howard, Merrell & Partners as Junior Copywriter

RALEIGH, N.C. – Feb. 24, 2010 – Howard, Merrell & Partners announces the newest addition to the Creative Department — Junior Copywriter Josh Feuerhelm. In this role, Feuerhelm will work alongside the agency’s other creative minds to develop ideas for television, radio, print, interactive and ambient media.

”Josh joins us with a great understanding of what advertising is today and where it’s headed,” said Billy Barnes, creative director at Howard, Merrell & Partners. “He thinks big. He thinks different. He thinks integrated. A great addition for us and our clients.”

Feuerhelm’s work has been published in *CMYK Magazine*, an inspirational visual communications publication that showcases the creative talents of the world’s leading art-design students. He has also received the “In Book” award from D&AD for his creation of a poster and outdoor campaign for PJ’s Smoothies.

Prior to joining Howard, Merrell & Partners, Feuerhelm completed an internship at DraftFCB offices in Chicago and Hamburg where he honed his skills for copywriting in various advertising mediums. Feuerhelm graduated from the University of Minnesota with a bachelor’s degree in journalism. In addition, he completed the copywriting program from the Miami Ad School.

About Howard, Merrell & Partners

Raleigh, N.C.-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.

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Recent clients include BASF Plant Science, 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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