

HOWARD, MERRELL & PARTNERS

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Howard, Merrell & Partners Garners the Most 2010 ADDY Awards

Agency Wins Sixteen Awards from American Advertising Federation

Raleigh, NC – March 2, 2010 – Consistently over the years, Howard, Merrell & Partners has a strong showing at the ADDY Awards. This year is no different as the strategic branding firm took home 16 ADDY Awards -- eight gold, four silver, three bronze and a Judges' Choice. The ADDYs Awards competition is sponsored by the Raleigh-Durham chapter of the American Advertising Federation.

The majority of the honors the agency received were for the "Durable People" campaign created for the CORDURA® brand. The fully integrated campaign includes print, and online advertising, a new brand website, tradeshow elements, collateral material, media relations and spokesperson management. Howard, Merrell & Partners also won awards for work created for Georgia-Pacific Professional, Texas Farm Products, Invacare and for the agency itself.

"To have your best thinking for the year judged against the best thinking of others in the industry is always exciting," said Billy Barnes, Creative Director at Howard, Merrell & Partners. "It helps tell us where we stand creatively and it motivates us to work harder for our clients. To have done so well at this year's ADDYs, despite the economy, is especially rewarding. Proves you don't always need big budgets. You just need big ideas."

This year, Howard, Merrell & Partners won the following awards:

Judges' Choice

- Consumer or Trade Publication division for the CORDURA® brand color print ad, "Durable People"

Gold

- Consumer or Trade Publication division for the CORDURA® brand color print ad, "Durable People"
- Consumer or Trade Publication division for the Texas Farm color print ad, "Economy Bites"

- Consumer or Trade Publication division for the CORDURA® brand color banner ad, “Ice Beard”
- Consumer or Trade Publication division for the CORDURA® brand color print ad, “Ice Beard”
- Mixed/Multiple Media division for the CORDURA® brand national “Durable People” campaign
- Collateral Material division for an Invacare brochure
- Interactive Media division for the CORDURA® brand website
- Interactive Media division for the CORDURA® brand sustainability banner

Silver

- Consumer or Trade Publication division for the Texas Farm color print ads, “Economy Bites” and “We Make Our Own Food”
- Consumer or Trade Publication division for the CORDURA® brand color print ad, “Soldier”
- Sales Promotion division for the CORDURA® Sustainability sales kit
- Advertising Industry Self-Promotion division for the agency’s 2009 holiday website

Bronze

- Consumer or Trade Publication division for the CORDURA® brand color print ad, “Mountain Biker”
- Consumer and Trade Publication division for the Texas Farm color print ad, “We Make Our Own Food”
- Newspaper division for the Georgia-Pacific Professional color print ad, “Chicken Soup”

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>.