

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Financial Services Department Welcomes New Member to Team

RALEIGH, NC, March 3, 2010 – Esther Wallace joins Howard, Merrell & Partners in the financial services department. Wallace is a financial services assistant, and in this role helps manage the daily accounting responsibilities as well as assisting in month end billing and reporting.

The strategic branding and advertising firm has experienced steady growth over the past few years, adding talented professionals to almost every department. With Wallace's help, the agency continues to provide its clients with the highest quality of service and support.

Wallace comes to Howard Merrell & Partners with an associate's degree in the arts from Wake Technical Community College in Raleigh.

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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