

HOWARD, MERRELL & PARTNERS

For more information:

Laura Gross
919-844-2768

lgross@merrellgroup.com

FOR IMMEDIATE RELEASE

Craig Schreiber Joins Account Management Department at Howard, Merrell & Partners

RALEIGH, NC, April 15, 2010 – Craig Schreiber joins Howard, Merrell & Partners as an Account Supervisor with the account services team. He is mainly responsible for Georgia-Pacific Professional direct response efforts and overseeing communications specific to Georgia-Pacific Professional’s market segments.

“Craig brings with him a great deal of experience in direct response and B2B marketing which are both important to our current client base here at the agency.” said Melani Avery, VP, management supervisor at Howard, Merrell & Partners. “Our clients are looking to us to reach their targeted customers base using the most effective and cost efficient methods. Craig’s knowledge and experience in direct response campaigns helps us accomplish these assignments and show solid ROI.”

Schreiber previously worked for Progress Energy as a senior communications specialist, and was responsible for marketing non-regulated products to residential and commercial customers. He also oversaw economic development communications and the customer bill communication process.

A graduate of the University of South Carolina, Schreiber is a member of the advisory committee for the Durham County Special Olympics. He also coaches athletes in aquatics, basketball and soccer.

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.

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>.

###