

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Schneider Joins Public Relations Department at Howard, Merrell & Partners

RALEIGH, N.C. – May 25, 2010 – Howard, Merrell & Partners welcomes Meredith Schneider to the public relations department. As an account executive, Schneider is responsible for implementing strategic public relations plans and counseling clients. Additionally, she is spearheading day-to-day activities for her teams including issues management, media relations, product promotions, research, etc. Schneider is currently working with the Butterball, LLC and Georgia-Pacific Professional teams.

“A diligent worker, Meredith joins us with a solid background in media relations, public relations, writing and communications,” said Stephanie Styons, senior vice president of Public Relations and Social Media Marketing at Howard, Merrell & Partners. “It is clear that Meredith is committed to providing quality service to her clients. We’ve already seen her at work and she’s quickly become a valuable member of the department bringing new ideas and solid experience to the table.”

Prior to joining Howard, Merrell & Partners, Schneider was a part of the PR teams in French/West/Vaughan offices in Raleigh and Tampa. At French/West/Vaughn, Schneider worked with health care and technology clients, such as Structure House and Saft Batteries.

Schneider received her bachelor’s degree in communications and public relations from North Carolina State University in May 2006.

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, Intertex, 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>.