

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Harper Joins Media Assets Department at Howard, Merrell & Partners

RALEIGH, N.C. – June 1, 2010 – Howard, Merrell & Partners welcomes Christina Harper as the newest addition to its Media Assets team. In her role as planner and buyer for all digital media, Harper will primarily service the Georgia-Pacific Professional, BASF Plant Science, LLC and INVISTA CORDURA® brand accounts.

“Christina brings valuable experience in creating integrated media plans,” said Donna Mercer, COO and senior vice president of Media Assets at Howard, Merrell & Partners. “She joins a team of professionals who constantly seek new and creative ways to service our clients using both digital and traditional media.”

Before joining Howard, Merrell & Partners, Harper served as media planner for McKinney, an advertising agency based in Durham, N.C. In this position she handled cable, digital, radio and print integrations on a local, as well as national scale. Her previous client experience includes Nationwide Insurance, Qwest Communications and Wakefield Development accounts.

Harper received a bachelor’s degree in business management at North Carolina State University.

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, Intertec, 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>.

