

HOWARD, MERRELL & PARTNERS

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HOWARD, MERRELL & PARTNERS RECOGNIZED BY THE RALEIGH PUBLIC RELATIONS SOCIETY

Agency's PR Efforts for Butterball, LLC Touted

RALEIGH, N.C. – July 9, 2010 – On June 29, Howard, Merrell & Partners, a full-service advertising, branding and public relations firm, received two honorable mentions at the Raleigh Public Relations Society's (RPRS) annual Sir Walter Raleigh Awards for "Excellence in Communication." Howard, Merrell & Partners was recognized for its exemplary execution of promotional campaigns and special events on behalf of Butterball, LLC, the nation's largest producer of turkey products.

The Sir Walter Raleigh Awards is a showcase of admirable work by public relations and communications professionals throughout North Carolina. The competition honors all those who have achieved excellence in the field.

"It is an honor to be recognized by such a distinguished organization in the public relations arena," said Stephanie Styons, senior vice president of public relations and social media marketing at Howard, Merrell & Partners. "Our extensive planning and implementation of media outreach programs and special events never ceases to please our clients. We are very excited to be acknowledged for our hard work."

Howard, Merrell & Partners was presented with an honorable mention for increasing Butterball's visibility through the Thanksgiving season. The Howard, Merrell & Partners team implemented a comprehensive plan to promote the company's extensive fresh season efforts, resulting in Butterball's coverage doubling from the previous year.

The second honorable mention recognized Howard, Merrell & Partners' success in planning and executing the 2009 National Thanksgiving Turkey Press Conference. In 2009, National Turkey Federation selected a Butterball grower to provide the White House Bird for the annual Presidential pardon. Butterball looked to the Howard, Merrell & Partners team to execute a press conference as a send-off for the birds.

For more information on Howard, Merrell & Partners, please visit www.merrellgroup.com.

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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