

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

**Howard, Merrell & Partners Hires Sarah Umstead Walker as
BASF NutriDense® Account Executive**

RALEIGH, N.C. – August 16, 2010 – Howard, Merrell & Partners recently hired Sarah Umstead Walker as an account executive in the Account Management department. In this role, she will help manage the marketing and communications efforts for BASF Plant Science's NutriDense® brand.

Walker comes to Howard, Merrell & Partners with both knowledge about the agriculture industry as well as communications experience including writing, media relations and client relations. Prior to joining the agency, Walker worked at Gibbs & Soell supporting Syngenta Crop Protection, mainly focusing on corn and soybean fungicides.

“It's a pleasure to welcome Sarah to our team,” says VP, Management Supervisor, Lisa Powell. “With her knowledge, experience and can-do attitude, she is a wonderful addition to the agency and our clients.”

Walker received her bachelor's degree of arts in journalism and mass communication at the University of North Carolina at Chapel Hill. She is also working towards her master's degree in business administration from East Carolina 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

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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>.