

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Howard, Merrell & Partners Receives Two Communicator Awards

RALEIGH, N.C. – September 9, 2010 – Howard, Merrell & Partners, a strategic advertising and branding firm, was awarded two Communicator Awards. The agency received the highest honor, the Award of Excellence, in two categories: Publicity Campaign and Business to Consumer.

The Communicator Awards committee presented Howard, Merrell & Partners with Awards of Excellence for the following efforts:

- Butterball, LLC Worker Safety Publicity Campaign
- CORDURA® Baselaye Brand Integrated Communications Business to Consumer

The Communicator Awards competition acknowledges companies and individuals internationally who have produced exceptional work in the communications industry. It is judged by the International Academy of the Visual Arts and received more than 7,000 entries in 2010.

About Howard, Merrell & Partners

Raleigh, NC-based Howard, Merrell & Partners Inc., is a pioneer in understanding and applying the power of emotions to develop 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 account management.

Recent clients include BASF Plant Science, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, El Pueblo, Inc., Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Interton, Invacare, INVISTA (CORDURA® brand), National Humanities Center, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, 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 Precise Syndicate. For more information, visit <http://www.merrellgroup.com> or the agency's blog at <http://www.merrellgroup.com/blog>.

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