

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Howard, Merrell & Partners Celebrates 65th Anniversary

RALEIGH, N.C. – August 25, 2010 – This year Howard, Merrell & Partners, one of the South's oldest advertising agency, celebrates its 65th anniversary. Founded in June 1945 by Jack Howard under the name of JT Howard Advertising Agency, the agency's leaders played an integral role in the region's changing business landscape and made an impact on marketing and advertising as we know it today.

"Our clients needs come first and we have always adapted and changed to cater to them," said Jim Cobb, CEO who has been with the company for 25 years. "From the very beginning, the agency was on the cutting edge, creating some of the best work in the industry. We continue that tradition by expanding our offerings to include capabilities in Public Relations, Interactive, Social Media and even Hispanic Marketing."

Since its inception, one of the agency's major areas of focus has been its people -- a key element in its evolution.

"We have and always will look hard for good talent. We're proud of the staff we have working at the agency today, and of the many accomplished individuals who have been employed here in the past," continued Cobb. "At our core, we are a family-kind of company, a value we inherited from Howard and his wife, Mary Florence. They started the agency together."

As a testament to Howard's influence, many of the agency's staff have been with the company 15 or more years, and have had the opportunity to experience some of its history. Conversely, with the changing world of communications, Howard, Merrell & Partners has more than a dozen employees who have been at the agency for less than two years. These are mostly professionals who have an expertise in social media, interactive and other new media tools.

The agency's leadership believes that its drive to evolve with the changing face of communications and integrate all the marketing disciplines plays a key role in keeping the agency's clients satisfied. "These are the same characteristics – evolution and integration – that have continued to strengthen Howard, Merrell & Partners and have helped us weather challenging times when other agencies, unfortunately, have not," continued Cobb.

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 Precis Syndicate. For more information, visit <http://www.merrellgroup.com> or the agency's blog at <http://www.merrellgroup.com/blog>.