

HOWARD, MERRELL & PARTNERS

For more information:
Laura Gross
(919) 844-2768
lgross@merrellgroup.com

HOWARD, MERRELL & PARTNERS' JEFFREY L. COHEN TO SPEAK AT B2B SOCIAL COMMERCE SUMMIT IN ATLANTA

RALEIGH, N.C. – Sept. 21, 2010 – Howard, Merrell & Partners' Jeffrey L. Cohen will speak at "Lift: The B2B Social Commerce Summit" in Atlanta, Sept. 23, 2010. During this one-day event, marketing and advertising professionals will give real-world examples of social commerce strategies and tactics.

Cohen will moderate the conference's "Social Shopping for B2B" panel, featuring Robert Ball, CEO and co-founder of Office Arrow, Mike Lewis, chairman and co-founder of Office Arrow, and Sam Decker, CMO of Bazaarvoice. The panel will address the effects of community-based flash sale sites, B2B companies' participation in the social shopping trend and new sales techniques and outlets.

Cohen is the social media marketing manager at Howard, Merrell & Partners, where he provides strategic marketing counsel to clients regarding social media and other online tactics. He is also managing editor of SocialMediaB2B.com, one of the leading sites discussing social media in the business-to-business space, as ranked by *Ad Age* magazine.

For more details about the event, visit www.liftsummit.com.

About Howard, Merrell & Partners

Raleigh, NC-based Howard, Merrell & Partners Inc., founded 65 years ago, is a pioneer in understanding and applying the power of emotions to develop effective business and communications strategies. While much has changed since 1945, the agency still works to maintain the same virtues that Jack Howard and his predecessors used to build the agency over the years. 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>.

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