

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Cameron Reed Joins Howard, Merrell & Partners as Public Relations Account Coordinator

RALEIGH, N.C. – November 3, 2010 – Howard, Merrell & Partners announces the newest addition to the Public Relations department – Account Coordinator Cameron Reed. In her role as account coordinator, Reed will provide support for multiple brands including Butterball, LLC and BASF Plant Science.

Prior to landing the account coordinator position, Reed interned at PRStreet in Cary where she started to develop key media relationships. Reed helped plan and execute events, conduct media relations as well as developed press kits and writing materials.

“Cameron is smart and detail oriented,” said Stephanie Styons, senior vice president of PR and Social Media at Howard, Merrell & Partners. “She is a welcome addition to the growing public relations team.”

Reed graduated magna cum laude with a BA in communications, and a minor in business from North Carolina State University. While attending State she was ranked above the top 20 percentile of the college, class and concentrations. She was also inducted into the National Society of Collegiate Scholars.

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>.