

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

**Howard, Merrell & Partners Welcomes
Kathy Moriarty as Account Executive**

RALEIGH, N.C. – October 4, 2010 – The Account Services department at Howard, Merrell & Partners recently added Kathy Moriarty to the team. An account executive, Moriarty will help guide the strategic branding and communications efforts for a number of the agency’s clients including CORDURA® brand fabric.

Moriarty previously worked as an account executive at Mullen and has experience in both account management and public relations. She supported several brands, including BASF Agricultural Solutions, BISSELL Homecare, Ensure, Endust and ConAgra.

“What a great asset Kathy will be to Howard, Merrell & Partners. She has valuable experience working with clients in different industries and managing the flow of creative work they want developed and produced,” explains Jim Cobb, CEO of Howard, Merrell & Partners. “Her knowledge of marketing communications, agency experience, energetic nature and organizational skills, are what our clients need and what the agency is looking for in an account person.”

Moriarty attended Boston University where she earned her bachelor’s degree of arts in sociology.

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, Intertec, 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

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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>