

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Kristen Liebers Joins Howard, Merrell & Partners as Account Coordinator

RALEIGH, N.C. – August 23, 2010 – Kristen Liebers recently became the newest member of the Account Management team at Howard, Merrell & Partners. In her role as Account Coordinator, Liebers will provide support for multiple brands under the Georgia-Pacific Professional business, including the Dixie® line of products.

Prior to landing the account coordinator position, Liebers worked on *The Daily Tar Heel* marketing team at the University of North Carolina at Chapel Hill and interned at McKinney in both Account Planning and Account Management. Liebers also gained some account service and public relations experience at Genesis Marketing Partners.

“We are very happy to welcome Kristen aboard,” explains Heather Doutt, account supervisor on the Account Management team. “As a recent graduate, she is eager and excited to showcase and strengthen her skills. We look forward to seeing the ways in which Kristen will add value to our client’s business.”

Liebers received her bachelor’s degree of arts in journalism and mass communication from University North Carolina at Chapel Hill.

About Howard, Merrell & Partners

Raleigh, NC-based Howard, Merrell & Partners Inc., specializes in linking business and communications strategies to yield higher levels of financial performance for its clients. Founded by Jack Howard in 1945 and later reorganized as Howard, Merrell & Partners under Mac Merrell’s leadership, the agency is a pioneer in understanding and applying the power of emotions to develop more 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 planning.

Recent clients include BASF, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Interton, INVISTA (CORDURA® brand), Naughty Bits, NC Beautiful, O² Fitness, Oliver Twist Restaurant, ReSound, 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>.