

HOWARD, MERRELL & PARTNERS

For more information:

Laura Gross
(919) 844-2768

lgross@merrellgroup.com

FOR IMMEDIATE RELEASE

Jeff Swiatowicz Joins Howard, Merrell & Partners as Systems Administrator

RALEIGH, N.C. – October 21, 2010 – Howard, Merrell & Partners announces the newest addition to the Information Technology Department – Systems Administrator, Jeff Swiatowicz. In this role, Swiatowicz is responsible for supporting the agency’s computing assets, network operating systems and network infrastructure.

“Jeff joins us with a wealth of knowledge in supporting both Windows and Mac OS-based PCs.” explains Scott Piggott, senior vice president of Technology and Interactive Services at Howard, Merrell & Partners. “We look forward to taking advantage of Jeff’s knowledge in the mobile device space to enable remote access to agency assets by both clients and agency employees from any number of platforms.”

Prior to joining Howard, Merrell & Partners, Swiatowicz worked with Durham Public Schools where he was responsible for maintaining the classroom and staff computers in eight schools. Jeff also managed the schools’ servers and networks to maintain connectivity to the district-wide network.

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>.