

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Howard, Merrell & Partners Promotes Agriculture PR Specialist Courtney Beck

Raleigh, N.C., November 9, 2010 – Today, Howard, Merrell & Partners, one of the South's oldest and most respected strategic branding and advertising agencies, announces the promotion of Courtney Beck to senior account executive and senior writing specialist. Since joining Howard, Merrell & Partners, Beck has provided public relations and writing support to a number of the agency's clients including Butterball and BASF Plant Science.

“With a strong background in both writing and agriculture, Courtney was a welcome addition to our talented staff since day one,” says Stephanie Styons, senior vice president of Public Relations and Social Media Marketing. “She has continued to impress her co-workers and clients with her work ethic, determination and professionalism No matter the situation — working a tradeshow, managing the media, handling crisis situations or coordinating newsletter copy — Courtney handles it with style and grace.”

Prior to joining Howard, Merrell & Partners, Beck worked at North Carolina Extension Horse Husbandry, North Carolina Department of Agriculture and Consumer Services, and Gibbs and Soell. Beck earned her master's degree from North Carolina State University and her bachelor's degree from The University of North Carolina at Chapel Hill.

About Howard, Merrell & Partners

Raleigh, N.C.-based Howard, Merrell & Partners Inc., founded 65 years ago, is a pioneer in understanding and applying the power of emotion to develop effective business and communications strategies. While much has changed since 1945, the agency still works to maintain the same virtues that Founder Jack Howard and his predecessors used to build the agency over the years. Agency services 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's CORDURA[®] brand, National Humanities Center, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, THOR•LO, UltraPet and Zilla.

Howard, Merrell & Partners' work has received 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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