

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

**RIGSBEE JOINS PUBLIC RELATIONS DEPARTMENT AT
HOWARD MERRELL & PARTNERS**

RALEIGH, N.C. – November 22, 2010 – Howard, Merrell & Partners welcomes Whitney Rigsbee to the public relations department. As an account coordinator, Rigsbee is responsible for implementing strategic public relations plans and programs. Additionally, she develops and distributes press releases, company announcements, new product launches and monitors and records media coverage.

“We are pleased to welcome Whitney to our growing public relations team,” explains Stephanie Styons, senior vice president of public relations and social media marketing at Howard, Merrell & Partners. “Whitney has joined an agency with a great history of employing talented professionals. We are proud to continue that tradition as we celebrate our 65th anniversary this year.”

Prior to joining Howard, Merrell & Partners, Rigsbee worked on the public relations team at Genesis Marketing Partners, Inc. Rigsbee graduated cum laude and received her bachelor’s degree in Communications and Spanish from Appalachian State University.

About Howard, Merrell and 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

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