

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

RACHEL KAYLOR JOINS GROWING PUBLIC RELATIONS DEPARTMENT AT HOWARD, MERRELL & PARTNERS

RALEIGH, N.C., February 7, 2011 — Howard, Merrell & Partners welcomes Rachel Kaylor as an account coordinator for the Public Relations department. In her position, Kaylor is responsible for implementing strategic public relations and social media plans, and conducting media relations, as well as developing and distributing press releases, company announcements, blog posts and new product launches. Specifically, she will provide support for several accounts including INVISTA's CORDURA® brand, Component Hardware Group, Precise Pet Products and Bank Independent.

“Rachel is full of drive and enthusiasm. We are excited to welcome her into the Howard, Merrell & Partners family,” explains Stephanie Styons, senior vice president of public relations and social media marketing at Howard, Merrell & Partners. “Rachel has a solid knowledge of public relations and social media, and we look forward to seeing her grow within our organization.”

A recent graduate of the University of North Carolina Wilmington, Kaylor held numerous internships at public relations and marketing communications agencies in North Carolina including Sweeney Public Relations, Maximum Design and Advertising, and Talk, Inc. She also served as the student media PR and events coordinator at the University. Kaylor recently graduated summa cum laude, receiving a Bachelors of Arts degree in communication studies as well as a minor in digital arts.

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 Bank Independent, 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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