

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

SHAVETTE PURVIS JOINS HOWARD MERRELL & PARTNERS

Award-Winning Interactive Services Department Continues to Grow

RALEIGH, N.C., February 14, 2011 – Howard, Merrell & Partners welcomes Shavette Purvis as a digital analyst. In this position, Purvis is responsible for developing integrated marketing analytical solutions across customers and channels to improve client decision-making. Additionally, she monitors, analyzes and reports on the performance of websites, email campaigns, display advertising, paid search and social media executions.

“Shavette brings an abundance of experience in planning and implementing interactive campaigns,” said Senior Vice President of Interactive Services Scott Piggott. “Her industry experience, coupled with her strong work ethic, make her a wonderful addition to our team. As we celebrate our 65th anniversary we are excited to continue our tradition of excellence with new hires like Shavette.”

Prior to joining Howard, Merrell & Partners, Purvis spent 10 years working in the Big Apple as a research analyst at Katz Media Group, The CW Network and Hachette Filipacchi Media. Most recently, she was a connection planner at Rockett Interactive in Cary, NC.

When she is not at the agency providing great client service, Purvis enjoys stepping away from the computer to read and make independent films.

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 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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