

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Howard, Merrell & Partners Recognized At Best of NAMA

Agency recognized for advertising and public relations work with Butterball, LLC and NutriDense®

RALEIGH, N.C., March 7, 2011 – Howard, Merrell & Partners received four awards at the recent Carolinas/Virginia Best of NAMA (National Agri-Marketing Association) Awards Program for its work with Butterball and BASF Plant Science's NutriDense® brand. The annual Carolinas/Virginia Chapter Best of NAMA Awards program celebrates excellence in Agri-Marketing with awards presented to individuals and firms within the region.

“It is an honor to be recognized by our marketing peers in the agriculture industry,” explains Stephanie Styons, SVP public relations and social media marketing at Howard, Merrell & Partners. “We take great pride in the work we have done for Butterball and BASF Plant Science.”

In the Advertising category, the NutriDense Silage “Profits” print ad won a Chapter Merit, and an aisle banner created for World Dairy Expo, a large industry trade show, won a Regional Merit and Chapter First. In the Public Relations category, the agency was recognized for its work with Butterball, LLC during the 2009 Fresh Season. Both the 2009 Fresh Season PR Campaign and the White House Bird Press Conference received Regional and Chapter Merits.

The winning NutriDense Silage print ads featured a cow chewing on the word “Profit” and the slogan, “Are your cows eating more than just silage?” The campaign ran online and in trade publications like *Progressive Dairyman*, *Dairy Herd Management*, and *Dairy Today*. The NutriDense aisle banner, used at the 2010 World Dairy Expo in Madison, Wis. displayed a dairy cow adorned with the famed Green Bay Packers “Cheesehead.” The banner directed traffic to the NutriDense booth to register for a chance to win football tickets.

The 2009 Butterball Fresh Season PR Campaign earned Howard, Merrell & Partners the Regional and Chapter Merit awards in the Overall PR Program Category. The Howard, Merrell & Partners team developed a plan to draw media attention to Butterball events commemorating the company's extensive Fresh Season accomplishments. As a result of Howard, Merrell & Partners' media outreach efforts, Butterball made its biggest corporate splash to date on a local, regional and national scale.

In the category of Media Relations, Howard, Merrell & Partners was awarded Regional and Chapter Merits for the 2009 White House Bird Press Conference. A Butterball grower was chosen by the National Turkey Federation to provide the National Thanksgiving Turkey for the annual Presidential pardon. Howard, Merrell & Partners worked with Butterball to leverage this honor to promote the turkey producer's best practices as an industry leader. The press conference delivered Butterball's core message of supporting family farming and the humane production of poultry by practicing the industry's highest standards.

About Howard, Merrell & Partners

Founded 65 years ago in Raleigh, N.C., Howard, Merrell & Partners Inc., is a pioneer in understanding and applying the power of human emotion to develop engaging business and communications strategies. Agency services include branding, creative development and production, consumer insight research, event planning and management, interactive, Hispanic marketing, media asset management, public relations, and social media.

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 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. Visit us at: <http://www.merrellgroup.com>.

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