

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Howard, Merrell & Partners Hires Managing Director

Scott Adkins Joins Agency to Oversee Account Management Activities

RALEIGH, N.C., March 8, 2011 – Howard, Merrell & Partners welcomes Scott Adkins as Senior Vice President and Managing Director. Adkins will oversee the award-winning agency's account management team, provide counsel and oversight on client strategies, and lead business development efforts for the full-service advertising and branding agency. Additionally, he will work closely with the department heads to continue to grow and shape the agency.

“For 65 years, Howard, Merrell & Partners has taken pride in hiring talented professionals who are intelligent, creative and committed to providing top-notch client counsel and support. They are the backbone of our agency, and the reason for our continued success even in the most challenging economies,” explains Jim Cobb, president and CEO of the agency. “I am pleased to welcome Scott into the family, and look for him to use his skills, expertise, and leadership to help us take the agency to new heights.”

Adkins brings to Howard, Merrell & Partners blue chip agency experience having worked in leadership roles at national advertising agencies including J. Walter Thompson, Young & Rubicam, TBWA and BBDO. Throughout his career he has played an instrumental role in campaigns and product launches for prominent brands such as Duracell, Ford, Gillette, Braun, Nicorette, Red Bull, Shell, White Castle, Iams, and Qwest.

Additionally, Adkins has served as an integrated team leader on several global accounts, leading multi-agency teams in delivering work for virtually every marketing channel, from mass to direct, digital and social media, experiential, point-of-sale, shopper marketing and mobile.

“With decades of experience, Scott has demonstrated that he is an innovative and creative thinker with a passion for strategy,” continues Cobb. “He is a big picture thinker who can create a vision and successfully implement it. That is key to our great clients' success.”

Originally from North Carolina, Adkins earned his undergraduate degree at University of North Carolina, Chapel Hill. He earned an MBA at the McColl School of Business at Queens University of Charlotte.

“I am pleased with the opportunity to return to North Carolina and especially with invitation to join an innovative, top-notch agency,” says Adkins. “I’m impressed with the quality and creativity of the Howard, Merrell & Partners staff, and with the agency’s tremendous potential.”

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, ADDY® Awards, 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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