

## HOWARD, MERRELL & PARTNERS

**For more information:**  
Cameron Reed  
919-844-2733  
[creed@merrellgroup.com](mailto:creed@merrellgroup.com)

### FOR IMMEDIATE RELEASE

#### **Howard, Merrell & Partners Named Agency of Record for Southwest Windpower**

**RALEIGH, N.C., March 28, 2011** – Howard, Merrell & Partners was recently named the agency of record for Southwest Windpower, the world's leading supplier of distributed wind systems. Howard, Merrell & Partners will provide Southwest Windpower with strategic, integrated brand support and tactical execution in advertising, tradeshow coordination, collateral development, media planning and buying, website development, public relations, event planning, social media marketing and market research.

According to Dixon Thayer, chief executive officer of Southwest Windpower, he “handpicked” Howard, Merrell & Partners because it is “more than a typical ad agency ... [they] are a true full-service marketing firm,” explains Thayer. “Howard, Merrell & Partners has already helped us develop a corporate brand strategy and a global launch strategy for our turbines.”

Howard, Merrell & Partners started by helping Southwest Windpower understand buyer emotions, and helped establish the importance of wind energy to a growing homeowner segment that wants both clean energy and independence from rising utility rates.

“Howard, Merrell & Partners has already delivered the kind of integrated marketing campaign that we need,” says Miriam Robbins, marketing director at Southwest Windpower. “This year, Howard, Merrell & Partners will help us with everything from brand identity to a global website and everything in between.”

“The U.S. Department of Energy helped fund Southwest Windpower’s research and product development back in 1987. Now, we are writing new chapters in this company’s history,” says Jim Cobb, president and chief executive officer of Howard, Merrell & Partners. “This is an exciting time for us and for Southwest Windpower.”

Located in Flagstaff, Arizona, Southwest Windpower is the recognized pioneer and global leader in the development of personal, distributed wind technology. The U.S. Department of Energy helped fund Southwest Windpower’s research and product development back in 1987. The company has built and shipped more than 160,000 wind turbines to more than 120 countries worldwide.

### **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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