

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

Megan Arnold Joins Howard, Merrell & Partners as an Account Coordinator

RALEIGH, N.C., August 10, 2011 – Strategic branding and advertising agency Howard, Merrell & Partners is proud to welcome Megan Arnold to the agency's staff. In her role as account coordinator, Arnold will implement strategic public relations and social media tactics. She will provide support to several accounts, including BASF Plant Science, CORDURA® brand and Butterball.

A recent graduate of Vincennes University in Indianapolis, Ind., Arnold graduated magna cum laude, receiving a Bachelor of Science in media technology and an Associate of Applied Science in multimedia communications. Prior to joining Howard, Merrell & Partners, Arnold was a research intern with Société Générale de Surveillance Agricultural Research, where she supported field scientists and technicians with agriculture-specific research.

"Megan comes to us with hands-on agriculture experience and a solid undergraduate education in marketing and multimedia communications. That combination is sure to benefit our clients and our team," said Stephanie Styons, SVP of public relations and social media marketing at Howard, Merrell & Partners.

While completing her education, Arnold was an active member of National Future Farmers of American (FFA), 4-H, Indiana Angus Association and Agribusiness Technology Association. Additionally, she received several honors including the Indiana Career and Technical Award of Excellence in Multimedia Communications.

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., Gear to Grow, Georgia-Pacific

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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, Southwest Windpower, 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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