

HOWARD, MERRELL & PARTNERS

For more information:

Laura Gross

919-844-2768

lgross@merrellgroup.com

FOR IMMEDIATE RELEASE

Howard, Merrell & Partners Promotes Ellen Wayland to Media Director

RALEIGH, N.C. – February 1, 2012 – Strategic advertising and branding agency [Howard, Merrell & Partners](#) today announces the promotion of Ellen Wayland to media director.

A seasoned media veteran, Wayland has coordinated strategic and impactful campaigns at Howard, Merrell & Partners for more than 25 years. In her new role, Wayland will provide leadership to the media team and oversee all the activities of the department. The department handles the planning, buying and reconciliation of all media – online, print, broadcast and non-traditional – for the agency’s clients.

“Ellen is a true asset to our clients and very deserving of this promotion,” said Jim Cobb, president and chief executive officer at Howard, Merrell & Partners. “Her broad media experience and years of service at this agency make her uniquely qualified to lead the media department.”

Wayland’s experience spans a variety of client categories such as franchises, business-to-business, consumer goods and services, entertainment, and agriculture. During her time at Howard, Merrell & Partners, she has worked with many clients, including BASF Plant Science, BB&T Bank, Doctors Vision Center, MacGregor Golf, Palm Aire and SAS Institute.

About Howard, Merrell & Partners

Founded in 1945, Howard, Merrell & Partners is a full-service advertising and communications agency based in Raleigh, N.C. Agency services include branding, creative development and production, public relations, social media, interactive, media asset management, consumer insight research, event planning and management, and Hispanic marketing. Howard, Merrell & Partners is a pioneer in understanding and applying the power of human emotion to develop engaging business and communications strategies.

Howard, Merrell & Partners has experience in a wide variety of industries, and has developed and executed strategic communications plans and programs for companies large and small. Recent clients include Aquatic Life, Bank

Independent, BASF Plant Science, Butterball LLC, Carolina Hurricanes, CHD Meridian Healthcare, Cisco, Component Hardware Group, El Pueblo Inc., Food Marketing Institute, Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Invacare, INVISTA's CORDURA® brand, National Humanities Center, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, Solair Shade Solutions, Southwest Windpower, Texas Farm Products, and Zilla.

Howard, Merrell & Partners' work has been widely recognized at the local and national level. The agency has received numerous industry awards, including the Telly Awards, the Addys, Graphis, The London International Advertising Awards, Sir Walter Raleigh Awards, Hermes Creative Awards and The InSpire Awards. Visit us online at www.merrellgroup.com.

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