

FOR: The Quell Group

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Four Michigan Businesses Retain The Quell Group

TROY, Mich., November 4, 2009 — Four Michigan businesses – AutoBeat Group Inc., Michigan Security Network, On-Site Specialty Cleaning & Restoration, and Studio 2 Dental Design – have retained The Quell Group to provide strategic communications and marketing services. The announcement was made by Mike Niederquell, APR, president and CEO of The Quell Group.

“The mix of these clients reflect very diverse industries and business objectives,” said Niederquell. “They have come to Quell to retool, launch, reposition and more effectively market their businesses. Services will include business planning, branding, website construction, public relations and more.”

- **AutoBeat Group Inc.**, publisher of automotive-based newsletters including *AutoBeat Daily*, is a morning automotive news digest produced for executives and financial, marketing, and sales personnel in the automotive community.
- **Michigan Security Network**, a nonprofit organization dedicated to creating homeland security business, investment and job growth in Michigan.
- **On-Site Specialty Cleaning & Restoration** provides restoration and cleaning services for commercial and residential structures. The company specializes in 24-hour, on-location support and features a 20,000 square foot climate-controlled facility for cleaning and storage of fire and water damaged items.
- **Studio 2 Dental Design** is one of a handful of U.S. companies that combine industry-leading technology with skilled artisans to create vibrant, natural dental restorations.

As the Midwest's leading brand communications firm, The Quell Group develops and integrates branding and positioning strategies with marketing and public relations services to achieve organizational goals. Founded in 1994, the firm provides proprietary diagnostic tools to help companies Unknot. Align. Market.® their unique value. Quell also provides its clients with training; interactive and web; and event and design services. quell.com. Follow us on Twitter: [Twitter.com/thequellgroup](https://twitter.com/thequellgroup).

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