

FOR: The Quell Group

CONTACT: Lauren Kiehler
The Quell Group
248.649.8900
lkiehler@quell.com

**CHASE PLASTICS RETAINS THE QUELL GROUP
FOR INTEGRATED MARKETING SERVICES**

FOR RELEASE

TROY, Mich., October 7, 2008 — Chase Plastics, one of North America's fastest growing, full-service specialty engineering thermoplastic distributors, has retained The Quell Group for marketing, public relations and design services.

"The Quell Group's unique ability to integrate strategic planning with marketing communications is just what Chase Plastics needs to package and present our exceptional services and product offerings to several industries," said Carole Chase, vice president of Chase Plastics. "We selected The Quell Group because they can deliver all our communications needs."

Chase Plastics, headquartered in Clarkston, Mich., serves the needs of plastics processors of all sizes. Chase is an authorized distributor for more than 30 global resin manufacturers and offers access to more than 4,800 specialty, engineering, and commodity thermoplastic products in a wide variety of compounds. With more than 30 warehouse facilities located throughout North and Central America and a central distribution center in South Bend, Ind. Chase Plastics also produces its own line of CP Pryme® engineering and commodity resins.

As Michigan's leading integrated brand communications firm, The Quell Group provides strategic branding and market positioning services including public relations, new media and design. Founded in 1994, the firm helps companies *Unknot*, *Align* and *Market*™ their unique value. Quell also provides training; interactive and web; issues management; and event marketing services. For more information, visit www.quell.com.

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