

FOR: The Quell Group

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THE QUELL GROUP RECEIVES EIGHT INTERNATIONAL AWARDS FOR COMPANY BRANDING, ADVERTISING AND WEBSITE DESIGN **FOR RELEASE**

TROY, Mich., August 14, 2008 — The Quell Group has been conferred with five prestigious Hermes Creative and three Communicator Awards for its work in branding, advertising and new media.

Administered and judged by the Association of Marketing and Communication Professionals, The Quell Group was recognized with two platinum Hermes Creative Awards for its print advertising creative for full-service law firm Plunkett Cooney and for the design of its own Quell Group website (www.quell.com).

Quell also received three gold Hermes awards for its rebranding work with Plunkett Cooney, development of Midwest plastic injection molder PTI Engineered Plastics website (www.teampti.com) and creation of a Total Vehicle Fuel Economy (TVFE) microsite for eco-innovation technology company Ricardo (www.totalvehiclefueleconomy.com). The Hermes Creative Awards recognizes the outstanding work of marketing and communication professionals.

The Communicator Awards also recognized the Quell Group with an award of excellence for its development of a print advertisement for Ricardo. Quell also received two awards of distinction for development of its own company website and for the Plunkett Cooney identity program. An international awards program honoring creative excellence for communications professionals, The Communicator Awards are sanctioned and judged by the International Academy of the Visual Arts.

As Michigan's leading integrated brand communications firm, The Quell Group integrates strategic branding and positioning with marketing and public relations services. Founded in 1994, the firm provides proprietary diagnostic tools to help companies *Unknot*, *Align* and *Market*[™] their value proposition. Quell also provides its clients with presentation and media training; interactive and web services; and event and design capabilities.

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