

FOR: The Quell Group

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FOR RELEASE

**CURTIS JACKSON JOINS QUELL AS
SENIOR VICE PRESIDENT, BRAND STRATEGY**

TROY, Mich., Aug. 8, 2007 — Curtis Jackson has joined The Quell Group as senior vice president, brand strategy where he will lead strategic branding and positioning initiatives for the firm's clients. The announcement was made by Mike Niederquell, president and CEO.

“As Quell continues to solidify its practice as the area's leading branding and positioning firm, Curtis' strategic brand expertise and creative talents will be an asset as we continue to deliver clients the means to be distinctive in a crowded marketplace,” said Niederquell.

Jackson joins Quell from his position as global creative and marketing director for Gibson Guitar in Nashville, Tenn. At Gibson, he was responsible for the development and implementation of marketing initiatives that support the Gibson family of brands. Jackson developed the Gibson global style guide to ensure consistency of brand presentation across all media. He restructured and managed its internal agency, developing policies and procedures that aligned his department with Gibson's strategic business objectives.

“Joining Quell represents an interesting opportunity for me,” said Jackson. “Mike and his team have developed a reputation for providing brand management from the strategic level down to the graphic execution of materials, truly defining a company's 360-degree market position.”

Jackson has more than 20 years of experience in the marketing field, including 12 years in business management. As co-founder and managing principal of a leading Midwest design and brand consultancy, Jackson has provided strategic guidance to numerous international brands and Fortune 1000 companies.

With multidisciplinary experience in brand positioning and marketing initiatives requiring print communications, new media, events, packaging and broadcast, Jackson has received national and international recognition for creative excellence from the Detroit Creative Director's Council, Graphis, American Corporate Identity, Webby Award of Excellence and Communication Arts. He resides in Beverly Hills, Mich.

One of Michigan's leading integrated marketing and public relations firms, The Quell Group provides proprietary diagnostic tools to help companies unknot, align and market their value proposition. These tools include BrandSight™, MarketSight™, MediaSight™ and CEOsight™, as well as Trade Show Immersion™, presentation training and media training.

The Quell Group was founded in 1994 and specializes in branding and positioning companies in their respective markets, as well as creating strategic communications, marketing, advertising and public relations programs for clients in the automotive, manufacturing, professional services, consumer goods, retail, hospitality, healthcare and high-tech industries. Quell also provides event, new media and graphic services.

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