

FOR: The Quell Group

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FOR RELEASE

THE QUELL GROUP HIRES GRACE PETERHANS AS SENIOR DESIGNER

TROY, Mich., Nov. 10, 2011 — The Quell Group announced the hiring of Grace Peterhans as senior designer, according to Mike Niederquell, president and CEO.

“Grace is a key addition to The Quell Group’s creative department,” said Niederquell. “As our branding practice continues to grow, her more than eight years of experience in developing creative marketing and advertising solutions will be a good complement to our integrated marketing programs.”

Peterhans most recently served as senior graphic designer at a local marketing firm, where she developed website designs, printed and e-marketing collateral, advertising campaigns and corporate identities.

Previously, she worked as a senior designer serving clients in a variety of industries, including law and health care, and as junior art director at Pulte Homes, where she supported the company’s 57 national sales offices through the design of brochures, web banners, advertisements, and newsletter and direct mail templates.

Peterhans holds a Bachelor of Fine Arts degree in graphic design from the University of Michigan and resides in Pleasant Ridge, Mich.

As Michigan's leading integrated brand communications firm, The Quell Group integrates strategic branding and positioning counsel 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 interactive web and online services. Visit Quell.com for more information.

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