

FOR: The Quell Group

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**THE QUELL GROUP'S CREATIVE
SERVICE GARNERS INDUSTRY KUDOS**

FOR RELEASE

TROY, Mich., Sept. 7, 2006 — The Quell Group has won three prestigious awards for graphic design from the American Graphic Design Awards, announced Mike Niederquell, CEO and president. Ranked among the top 10 percent of entries honored, Quell was recognized for its client work for global automotive supplier Magna International, complete vehicle engineer and manufacturer Magna Steyr, and automotive forecasting firm CSM Worldwide.

Descriptions of the winning entries are as follows:

- Interior facility graphics for Magna International, composed of banners, lobby displays and custom wall covering, were developed and installed to reinforce Magna's corporate branding in its new North American headquarters in Troy, Mich.
- A North American capabilities brochure for Magna Steyr was designed to quickly introduce and position the engineering and manufacturing capabilities of European-dominant Magna Steyr in North America.
- A European forecasting advertisement for CSM Worldwide was created to build awareness and differentiate the value CSM Worldwide services deliver to the European automotive community.

Hosted by *Graphic Design USA*, a monthly magazine for graphic designers and production professionals, the competition honors exceptional graphic design, advertising art and marketing communications created by graphic designers and art directors. The projects will be featured in *Graphic Design USA's* December Awards Annual.

One of Michigan's leading integrated marketing firms, 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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