

**FOR:** The Quell Group

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**THE QUELL GROUP EXPANDS ITS STRATEGIC COUNSELING AND  
NEW MEDIA SERVICES WITH ADDITION OF CAIN AND HILLMAN      FOR RELEASE**

**TROY, Mich., August 12, 2008** — The Quell Group continued to broaden its strategic communications counseling and new media development services with the appointments of Jim Cain, vice president, strategic communications and Karie Hillman, creative director, new media. Mike Niederquell, president and CEO of Quell announced the appointments today.

“Jim and Karie bring a depth of experience that will help The Quell Group continue to answer our clients increasing needs for improved competitive positioning as well as more effective market presentation through new media tools,” said Niederquell.

**Jim Cain**

Cain will bring his product and editorial experience to bear on communication strategies to roll-out and market client products and services, secure strategic media coverage for client initiatives and provide communication counsel.

With nearly two decades of experience in corporate communications, crisis management, product launches and media relations, Cain held several senior public relations positions at Ford Motor Co. in Dearborn, Mich. and New York City. Working hand-in-hand with Ford executives, engineers, marketers and agencies, he planned and executed auto shows, launched new Ford, Lincoln and Mercury vehicles, leveraged brand-building sponsorships and associations, improved dealer communications and rolled out innovative technologies. Prior to Ford, Cain was vice president, corporate communications at Lehman Brothers in New York.

Cain serves on the board of directors of the Breakfast at St. Andrews, an independent non-profit organization based in Ann Arbor, Mich. He earned his bachelor’s degree in journalism from Michigan State University.

(more)

**Karie Hillman**

As part of Quell's award-winning graphics/new media team, Hillman will develop and produce web, digital and interactive communications for Quell's clients.

Hillman comes to Quell with more than 10 years of experience in print design, marketing communications, web and Flash development. Most recently, Hillman was creative director at Catalyst Design in Rochester, Mich., serving a variety of clients in the automotive, travel, professional service and hospitality industries. Before Catalyst, she was an award winning graphic designer at United Planet in Novi, Mich., designing direct mail pieces, brochures, logos and websites.

Hillman received her bachelor's degree in fine arts from Eastern Michigan University.

As Michigan's leading integrated brand communications firm, The Quell Group uniquely integrates strategic branding with marketing and public relations services. Founded in 1994, the firm provides proprietary diagnostic tools to help companies *Unknot*, *Align* and *Market*<sup>TM</sup> 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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**Note to Editor:** High resolution images of Jim Cain and Karie Hillman are available by contacting The Quell Group at (248) 649-8900 or [lkiehler@quell.com](mailto:lkiehler@quell.com).