

FOR: The Quell Group

CONTACT: Lauren Kiehler
The Quell Group
248.649.8900
lkiehler@quell.com

FOR RELEASE

THE QUELL GROUP PROMOTES KATHY BILITZKE

TROY, Mich., August 10, 2009 — Kathy Bilitzke has been promoted to director of market communications at The Quell Group, according to President Michael Niederquell.

Bilitzke joined the firm in June 2008 as an account supervisor. In her new position, she will lead integrated communications programs for the firm's automotive, manufacturing, healthcare, consumer goods and high-tech clients, as well as provide strategic counsel on marketing initiatives.

"Kathy is an outstanding client advocate with a commitment to superior account service," said Niederquell. "Her fresh ideas consistently help our clients stand out and succeed in the marketplace."

Prior to joining Quell, Bilitzke was president of Midtown Communications, working on automotive, technology, healthcare and marine accounts and providing public relations and marketing support to clients throughout the United States.

Bilitzke also served as communications manager at Guardian Industries and was a senior account executive at a metro-Detroit public relations firm.

She received her bachelor of arts in English from Sonoma State University in California and resides in Royal Oak, Mich.

As the Midwest's leading integrated brand communications firm, The Quell Group develops and integrates branding and market positioning strategies with marketing and public relations services to achieve organizational goals. 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 training; interactive and web; and event and design services. quell.com. Follow us on Twitter: [Twitter.com/thequellgroup](https://twitter.com/thequellgroup).

###