

FOR: The Quell Group

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FOR RELEASE

KATHY BILITZKE JOINS QUELL AS ACCOUNT SUPERVISOR

TROY, Mich., June 17, 2008 – Kathy Bilitzke has joined The Quell Group as account supervisor responsible for leading integrated communications programs for the firm’s automotive, manufacturing, professional service, consumer goods and high-tech clients, as well as provide strategic counsel on marketing initiatives.

“Kathy will help manage Quell’s growing list of new accounts,” said Mike Niederquell, president and CEO of The Quell Group. “Our current and prospective clients will benefit from her nearly 15 years of communications and marketing experience in technology, healthcare, manufacturing and building products, to name a few.”

Prior to joining Quell, Bilitzke was president of Midtown Communications, working on automotive 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 Michigan's leading integrated brand communications firm, The Quell Group integrates strategic branding and positioning development 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 presentation and media training; interactive and web services; and event and design capabilities.

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