

FOR: The Quell Group

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**LAUREN KIEHLER JOINS QUELL AS
ACCOUNT EXECUTIVE**

FOR RELEASE

TROY, Mich., January 28, 2008 — Lauren Kiehler has joined The Quell Group as an account executive, according to Mike Niederquell, president and CEO. In this position, Kiehler is responsible for implementing strategic communications initiatives, public and media relations, and special events for The Quell Group's automotive and professional services clientele.

Kiehler joins Quell from her previous position as an account executive at a metro-Detroit public relations firm serving businesses in the global automotive industry. She was responsible for account management, media relations and event planning for a variety of automotive suppliers.

A native and resident of Waterford, Mich., Kiehler graduated from Michigan State University with a bachelor's degree in communications and a specialization in public relations.

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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Note to Editor: A high resolution image of Lauren Kiehler is available by contacting The Quell Group at (248) 649-8900 or lkiehler@quell.com.