

**FOR:** The Quell Group

**CONTACT:**

Rebecca Amboy  
The Quell Group  
248.649.8900  
[rebecca@quell.com](mailto:rebecca@quell.com)

**FOR RELEASE**

**THE QUELL GROUP BRINGS ON MAX MUNCEY AS ACCOUNT EXECUTIVE**

**TROY, Mich., Sept. 6, 2011** — The Quell Group announced the hiring of Max Muncey as account executive, according to Mike Niederquell, president and CEO.

Muncey most recently served as an associate of Lambert, Edwards & Associates where he provided public relations strategy, media relations management, writing, event planning and support, and account management to several of the firm's automotive clients including the North American International Auto Show, R.L. Polk & Co. and Automotive Hall of Fame. He also provided Blue Cross Blue Shield of Michigan with event management and media monitoring support.

Muncey earned a bachelor's degree in public relations from Western Michigan University and is a member of the Automotive Press Association, Automotive Public Relations Council and Washington Automotive Press Association. He currently resides in Plymouth, Mich.

As Michigan's leading integrated brand communications firm, The Quell Group integrates strategic branding and positioning counsel 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 interactive web and online services through [quellinteractive.com](http://quellinteractive.com).

###