

FOR: The Quell Group

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FOR RELEASE

DONNA FONTANA JOINS QUELL AS SENIOR VICE PRESIDENT

TROY, Mich., Feb. 19, 2007 — The Quell Group has strengthened its strategic counseling capabilities with the appointment of Donna Fontana as senior vice president. In this role, she will facilitate executive communications, help manage Quell's editorial services, and assist with media and presentation training. The announcement was made by Mike Niederquell, president and CEO.

"Donna brings nearly 20 years of experience in marketing and public relations to the firm, and will be a great addition to our growing practice," said Niederquell. "Her leadership and strategic expertise in the C-suite will support our expanding roster of clients seeking branding and positioning counsel."

Before joining Quell, Fontana was co-owner of Cotter Pin Studio, where she provided speechwriting and PR support such as key message development, presentation skills training and media relations for many automotive suppliers and OEM divisions.

Prior to that, Fontana served as executive vice president at Harris Marketing, where she managed marketing activities for clients including strategic planning and research, advertising campaign development and direct mail. She also worked at General Motors Corp. as media relations manager, providing communications support for Ron Zarrella, former president of GM North America. At GM, Fontana also was responsible for PR activities relative to the company's sponsorship, marketing and advertising efforts.

Fontana holds a bachelor's degree in speech communication from Wayne State University and resides in Sterling Heights with her family.

One of Michigan's leading integrated marketing firms, The Quell Group provides proprietary diagnostic tools to help companies unknot, align and market their value proposition. These tools include MarketSight™, MediaSight™ and CEOSight™, as well as Trade Show Immersion™, and presentation and media training.

The Quell Group was founded in 1994 and specializes in branding and positioning companies in their respective markets, as well as creating strategic communications, marketing, advertising and public relations programs for clients in the automotive, manufacturing, professional services, consumer goods, retail, hospitality, healthcare and high-tech industries. Quell also provides event, new media and graphic services.

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