

FOR: The Quell Group

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**THE QUELL GROUP CONTINUES TO WIN AWARDS
FOR EFFECTIVE WEBSITES AND ONLINE AD CAMPAIGNS**

FOR RELEASE

TROY, Mich., May 8, 2007 — The Quell Group has taken home the silver and bronze in the 2007 Summit Creative Awards competition for its corporate website for Urban Science and online banner ad campaign for Carlite, respectively. The honors recognize communications efforts with strong concept, quality execution and persuasive focus. The announcement comes just months after winning the top awards for new media projects in the iNova Awards, an international competition that recognizes and promotes achievement in creative web design, originality of content and functional performance.

The Urban Science website, urbanscience.com, simplifies the presentation of benefits and services the company provides to the automotive community and features a user-friendly design. The goal was to create an easily understood, clean and innovative website for users to navigate. The website features concise text and a robust search tool to quickly guide the user to relevant content. Additional information also is made accessible through the placement of Quell's Pathway Drivers™, triggers on each page that sustain an information stream to meet a user's needs.

Quell developed a national online replacement glass ad campaign to drive Carlite brand awareness among consumers, with the goal of establishing long-term trust for Carlite products. Leveraging internet newspapers' popularity, Quell targeted newspaper websites reaching a broad demographic. As a result of the campaign, Carlite experienced a significant increase in website traffic and overall brand awareness. Consumers now better understand Carlite's features and benefits and are more predisposed to request Carlite when replacing their windshields.

Summit Creative Awards, based in Portland, Ore., is a 13-year-old competition celebrating creative excellence of organizations. This year, judges received thousands of entries from more than 23 countries.

The Quell Group helps companies start, manage and build web communications to effectively talk to their constituents. From large-scale website development, dynamic sites and hosting to search engine optimization, webcasts and email blasts, Quell helps clients strategically integrate new media solutions into their marketing mix.

One of Michigan's leading integrated marketing firms, 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.

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