

FOR: The Quell Group

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**THE QUELL GROUP ENTERS SECOND QUARTER
WITH SIX ADDITIONS TO CLIENT ROSTER**

TROY, Mich., June 4, 2007 — Integrated marketing firm The Quell Group has retained six new clients for strategic marketing and communications counsel: Visiting Nurse Association of Southeast Michigan, PTI Engineered Plastics, Burns & Wilcox, Hirotec America, Grant Thornton LLP and Freudenberg-NOK. The announcement was made by Mike Niederquell, president and CEO of The Quell Group.

“We have seen increased interest in our branding and positioning services from both clients and prospects,” said Niederquell. “At Quell, we help companies get back to the basics and figure out what they are passionate about, the thing they do best. Once established, we take them to the market through the most appropriate communication tools. Our holistic approach is appealing because it allows companies to understand and market their value rather than waste money on segmented or off-point communications.”

Visiting Nurse Association of Southeast Michigan is the state's largest independent nonprofit home health care and hospice agency. Founded in 1898 and headquartered in Oak Park, VNA serves residents in Wayne, Oakland, Macomb, Monroe, Livingston and Washtenaw counties.

PTI Engineered Plastics is a Clinton Township-based company specializing in prototype tooling and molding for the medical, automotive and other industries. It provides full-service thermoplastic injection molding for prototype, short-run, and low- to high-volume production.

Burns & Wilcox is North America's largest independently owned managing general insurance agent. With a team of more than 860 employees nationwide, the Farmington Hills-based company serves more than 30,000 agents through its network of 38 offices in 25 states.

Hirotec America, with headquarters in Auburn Hills, delivers a wide range of high-quality, flexible manufacturing systems and services for today's global automotive market, including quality and production improvement consulting, and engineering and design services.

Grant Thornton LLP is the U.S. member firm of Grant Thornton International, one of the leading global accounting, tax and business advisory organizations. Through member firms in more than 110 countries, including 50 offices in the United States, the partners and employees of Grant Thornton member firms provide personalized attention and the highest quality service to public and private clients around the globe.

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Freudenberg-NOK is a leader in automotive sealing and noise, vibration and harshness products and is a supplier to all automakers producing in North America, as well as all major tier one chassis and drivetrain suppliers. The company's headquarters and technical center in Plymouth houses the most extensive supplier-operated sealing and noise and vibration testing facility in North America.

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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