

FOR: The Quell Group

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FOR RELEASE

**THE QUELL GROUP WINS AWARD FOR
CREATIVE DESIGN OF NEWSLETTER**

TROY, Mich., Aug. 2, 2007 — The Quell Group has won the Award of Excellence in the international 2007 APEX Awards competition for its design and layout of *CSM Insights*, a newsletter for client CSM Worldwide. The competition, now in its 19th year, recognizes publications achieving communications effectiveness through excellent graphic design, quality of editorial content and success in conveying their message.

CSM Worldwide's newsletter was created as an effective tool for building prospect and customer relationships, establishing thought leadership, and generating leads. The Quell Group developed and designed the newsletter to effectively present valuable content, which was a key element in supporting the overall goal of shifting the market's perception of CSM as a data provider to a strategic planning partner.

The APEX Awards for Publication Excellence is an annual competition for writers, editors, publications staff, and business and nonprofit communicators. More than 5,000 entries were received this year. APEX is sponsored by Communications Concepts, Inc., publishers of business communication reports, including *Writing That Works*, a monthly subscription for professional communicators.

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