

FOR: The Quell Group

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THE QUELL GROUP PROMOTES REBECCA JOHNSON **FOR RELEASE**

TROY, Mich., April 3, 2006 – Integrated marketing firm The Quell Group has promoted Rebecca Johnson to account executive from assistant account executive, said President and CEO Mike Niederquell. In this position, Johnson is responsible for implementing strategic communications initiatives, public and media relations, and special events for The Quell Group's automotive, logistics and civil engineering clientele.

Prior to joining The Quell Group in 2004, Johnson held internships with Eisbrenner Public Relations and Backus Public Relations. She earned a bachelor of applied arts in integrative public relations from Central Michigan University and is a member of the Public Relations Society of America and the Michigan Council of Women in Technology. Johnson resides in Rochester Hills.

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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