

**FOR: The Quell Group**

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**JOE KIRIK JOINS QUELL AS SENIOR VICE PRESIDENT**

**FOR RELEASE**

**TROY, Mich., Oct. 27, 2005** – The Quell Group has strengthened its senior-level public relations capabilities with the appointment of news media and public relations veteran Joe Kirik as senior vice president. Kirik will take a leadership role in strategic counseling, crisis communications and media and presentation training, said Quell Group president and CEO Michael Niederquell.

“Joe brings a rich background in journalism, public relations, media consulting and performance training to The Quell Group,” said Niederquell. “Our clients will benefit from his deep range of skills and experience at the ‘C-suite’ level, particularly in the areas of strategic consulting and program development, crisis communications and media interview and presentation training. His strategic planning and counseling skills can help enhance the reputations of a diverse range of business, automotive and non-profit organizations.”

Kirik’s strengths include media interview training and presentation training for corporate officers, division leaders, department heads and product specialists at corporations, universities, businesses and non-profits. His background in broadcast news, media consulting and performance training gives him a unique ability to groom executives in the finer points of conducting effective media interviews and delivering powerful and effective speeches and presentations. He also is well-versed in crisis communications, including conducting crisis simulations that give clients "real-world" experience operating under the pressures of a rapidly-evolving crisis situation.

Before joining The Quell Group, Kirik served as vice president and senior media trainer at Caponigro Public Relations in Southfield. Earlier he operated his own media communications firm where he specialized in producing corporate videos and video news releases for automotive and general business clients.

Prior to his public relations work, he spent more than 20 years in television journalism as a writer, newscast producer and news director at stations in Traverse City, Syracuse, Buffalo, Pittsburgh and Detroit.

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He also served as a television news consultant, working with television stations throughout the country to fine-tune their newscasts and sharpen the writing and performance skills of their anchors, reporters and producers.

A native of western Pennsylvania, Kirik holds a bachelor of arts degree in English from the University of Pittsburgh and has studied journalism at Penn State University. He lives in West Bloomfield with his wife and teenage son.

Michigan's leading integrated marketing firm, 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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