

FOR: The Quell Group

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**THE QUELL GROUP RECEIVES TWO AWARDS
IN INTERNATIONAL WEBSITE COMPETITION**

FOR RELEASE

TROY, Mich., Dec. 19, 2006 — The Quell Group has won Gold and Silver awards in the 2006 iNOVA Awards for an online awareness campaign and corporate website. The competition recognizes excellence in new media initiatives by evaluating content, design and technology. Quell delivered these new media solutions for automotive glass manufacturer Carlite and retail network consulting firm Urban Science.

Quell developed a national online replacement glass 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.

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.

The iNOVA Awards is an international awards competition that recognizes and promotes achievement in creative web design, originality of content and functional performance. Preliminary judging is carried out by over 40 web developers, designers, site builders and interactive media specialists. The iNOVA awards symbolize the energy of numerous disciplines that inspire corporate website excellence.

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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