

**FOR:** The Quell Group

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**LAW FIRM CAPTURES AWARD FOR IDENTITY MAKEOVER  
DEVELOPED BY BRANDING EXPERTS AT THE QUELL GROUP**

**FOR RELEASE**

**TROY, Mich., March 3, 2008** — Plunkett Cooney, one of the Midwest's oldest and largest full-service law firms, has captured the prestigious Your Honor Award from the Chicago Chapter of the Legal Marketing Association. The award acknowledges the firm's recent brand identity launch developed and executed in collaboration with integrated branding firm The Quell Group.

The LMA Chicago award competition recognizes law firms in Illinois, Wisconsin, Indiana and Michigan for excellence in legal marketing, sales, business development and design. Plunkett Cooney earned first place in the Identity category ahead of firms from Madison, Wisconsin, and Chicago.

"In a highly cluttered legal market, or any market, a strong, well-defined market position can make all the difference," said Mike Niederquell, president and CEO of The Quell Group. "We created a bold, new identity for Plunkett Cooney that reflects its unique characteristics and inspires constituents to take a fresh look at the firm."

Following extensive internal and external research encompassing in-depth interviews with nearly 100 employees, clients and prospects, The Quell Group identified and defined the unique benefits Plunkett Cooney delivers to its clients. Those attributes guided the firm's recommendations for final identity design and brand position.

"Our new brand focus and identity has generated positive feedback from clients, prospects, court personnel and competitors," said John Cornwell, practice development manager at Plunkett Cooney. "Even better, we're seeing increases in cold calls, web site traffic and business development opportunities as a result of our new brand position."

Plunkett Cooney's new identity illustrates integrated depth of expertise and access to a team of diversified specialists through a lead attorney. The logo features an icon at the center reflecting the firm's client-first commitment, supported by the diverse depth of the Plunkett Cooney team, to achieve the right result. The firm's brand attributes are distilled into the words "determined, distinctive, fearless."

The Quell Group has carved a niche in branding and positioning, and it has redeveloped and launched identities for more than 50 organizations across a wide spectrum of industries.

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As Michigan's leading integrated brand communications firm, The Quell Group integrates strategic branding and positioning development with marketing and public relations services. Founded in 1994, the firm provides proprietary diagnostic tools to help companies unknot, align and market their value proposition. Quell also provides its clients with presentation and media training; interactive and web services; and event and design capabilities.

Established in 1913, Plunkett Cooney is one of Michigan's largest full-service law firms with more than 150 attorneys in nine Michigan cities and one in Columbus, Ohio. The firm has achieved the highest rating (AV) awarded by Martindale-Hubbell, a leading, international directory of law firms.

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