

FOR: The Quell Group

CONTACT: Rebecca Johnson
The Quell Group
248.649.8900
rjohnson@quell.com

THE QUELL GROUP'S NEW OFFICE A SYMBOL OF GROWTH

FOR RELEASE

TROY, Mich., March 25, 2008 — Integrated brand communications firm The Quell Group announced it has moved to a new location on Livernois just south of Big Beaver in Troy. The company outgrew its previous office as it expanded staff and retained seven new accounts within a six-month time period. The company's address is:

The Quell Group
2282 Livernois
Troy, MI 48083
Tel: (248) 649-8900
www.quell.com

"We've customized this entire facility to better serve our new and long-standing customers," said Mike Niederquell, president and CEO. "This spaces really reflects and promotes the integration of capabilities we offer at Quell, such as branding, marketing, PR, advertising and interactive media."

The Quell Group's new facility, featuring a bold color palette and contemporary furnishings, provides nearly double the size of its previous space. It features a state-of-the-art presentation and media training room, as well as expanded creative and online media rooms. The Quell Group incorporated design elements such as curvy walls and a free-flowing floor plan to encourage creativity and teamwork.

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.