

FOR: The Quell Group

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**THE QUELL GROUP LAUNCHES WEBSITE
TO REFLECT ITS INTEGRATED BRANDING APPROACH**

FOR RELEASE

TROY, Mich., Dec. 3, 2007 – The Quell Group today announced it has launched a new website. The site, www.quell.com, features an updated, clean look designed to more appropriately convey the company's strategic approach to branding and positioning its clients.

“Our specialty is engaging in C-level discussions to determine what a company uniquely owns that distinguishes them in a crowded marketplace, and then developing the necessary market communications strategy to promote that value,” said President Mike Niederquell. “While we do a lot of innovative online campaigns, advertising and PR, nearly all of our new clients are coming to us for our integrated branding expertise, and our website must reflect this unique capability.”

In addition to user-friendly navigation, the site also takes advantage of latest technology and is designed to be better optimized for search engine marketing campaigns. Other features include Flash components that emphasize the company's Unknot, Align and Market™ process, and a more robust “Buzz” page that includes perspectives from Quell executives on branding, marketing and communications topics.

One of the Midwest's leading integrated branding firms, The Quell Group provides proprietary diagnostic tools to help companies unknot, align and market their value proposition. These tools include MarketSight™, MediaSight™ and CEOsight™, as well as Trade Show Immersion™ and presentation and media training.

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. For more information, visit www.quell.com.

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