

FOR: The Quell Group

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THE QUELL GROUP PROMOTES REBECCA JOHNSON

FOR RELEASE

TROY, Mich., May 13, 2008 — Rebecca Johnson has been promoted to senior account executive at The Quell Group, according to President Michael Niederquell.

Johnson joined the firm in November 2004 as an assistant account executive and was later promoted to account executive in 2006. In her new position, Johnson will be serving The Quell Group's civil engineering, logistics, accounting, automotive and technology clients.

Johnson received a bachelor's degree in integrative public relations from Central Michigan University. She is the director of marketing and communications for the Michigan Council of Women in Technology, communications chair for Farmington Youth Assistance and a member of the Public Relations Society of America.

She resides in Sterling Heights, Mich.

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.

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