

FOR: The Quell Group

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FOR RELEASE

SCHULER INCORPORATED RETAINS THE QUELL GROUP

TROY, Mich., Dec. 12, 2007 — Schuler Incorporated, the North American business unit of global press builder Schuler AG, has retained The Quell Group for branding, market positioning and ongoing market communication. The announcement was made by Mike Niederquell, president and CEO of The Quell Group.

“Schuler continues to experience great demand for its advanced metalforming solutions,” said Tim McCaughey, president and CEO of Schuler Incorporated. “We have retained Quell to help build on this momentum and strengthen our market position as we plan for continued growth and service to our customers in North America.”

Schuler Incorporated, headquartered in Canton, Mich., represents the Schuler Group in North America. The company offers sales management and project coordination for state-of-the-art metalforming system solutions. Its after-sales service, spare parts, PM programs, retrofit and rebuild programs are able to support new and existing metalforming systems. The Schuler Group's global facilities deliver industry-leading metalforming products, systems and services quickly and cost-effectively worldwide. For more information, visit www.schulerinc.com.

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.