

FOR: The Quell Group

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**BILLHIGHWAY.COM SELECTS THE QUELL GROUP
FOR INTEGRATED MARKETING SERVICES**

FOR RELEASE

TROY, Mich., September 15, 2008 — Billhighway.com, a web-based group finance management company serving member-based nonprofits, has selected The Quell Group for marketing, public relations, strategic planning and design services.

“Billhighway.com has an aggressive growth plan that The Quell Group is uniquely qualified to support,” said Pamela Okopny, director of marketing for Billhighway.com. “We selected the award-winning Quell Group because we believe its integrated marketing services will positively impact our company’s visibility and strengthen our market position.”

Billhighway.com, founded in 1999 and headquartered in Troy, Mich., provides innovative and convenient money management solutions to nonprofit organizations, associations and social groups of all sizes and types throughout the United States and Canada. The company’s unique financial program is the only online service to link virtual bookkeeping with a customer’s banking transactions as they occur and is tailored for use at the national level or as a stand-alone for regional and chapter officers.

As Michigan's leading integrated brand communications firm, The Quell Group integrates strategic branding and positioning 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 training; interactive and web; and event and design services. For more information, visit www.quell.com.

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