

**FOR:** The Quell Group

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**THE QUELL GROUP EXPANDS ITS AUTOMOTIVE  
PRACTICE WITH ADDITION OF BUSCEMI**

**FOR RELEASE**

**TROY, Mich., November 24, 2008** — The Quell Group continues to broaden its integrated brand communications practice with the appointment of Frank Buscemi as director – strategic communications. Mike Niederquell, president and CEO announced the appointment today.

“The Quell Group continues to counsel and implement market communication for an increasingly diverse client base. Frank’s diverse background spans retail through automotive communications at an international level,” said Niederquell.

In his new position, Buscemi will bring his deep industry experience and connections to bear on developing and delivering pointed communications strategies to help the firm’s automotive clients during this period of current market volatility.

Buscemi most recently served as manager of public relations for ZF Group NAO, a global supplier of automotive driveline and chassis technologies. In this role he handled all communications efforts for the automotive and motorsports groups, and assisted with the heavy truck, bus, off-highway, marine, electronics and rail groups. He was a designated corporate spokesperson for all North American locations.

Buscemi has held positions at two metro Detroit communications firms where he directed international press events and managed automotive supplier and high-tech firms. Buscemi served as a communications specialist at Kmart Corporation and was a sports writer/entertainment for The Oakland Press, The Clarkston News, and Signature Magazine.

Buscemi is a member of the Automotive Press Association and the Automotive Public Relations Council.

He is a graduate of Grand Valley State University with a bachelor of arts in communications and journalism and currently resides in Royal Oak, Mich.

As Michigan's leading integrated brand communications firm, The Quell Group provides strategic branding and market positioning counsel and supporting services including public relations, advertising, web and new media, and design. Founded in 1994, the firm helps companies *Unknot*, *Align* and *Market*<sup>™</sup> their unique value and market advantage. Quell also provides communications training; interactive services; event marketing and issues management. For more information, visit [quell.com](http://quell.com).

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