

FOR: The Quell Group

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**THE QUELL GROUP RECEIVES NATIONAL AWARD FOR
IDENTITY MAKEOVER OF METRO-DETROIT LAW FIRM**

FOR RELEASE

TROY, Mich., April 22, 2008 — Plunkett Cooney, one of the Midwest's oldest and largest full-service law firms, has captured two awards in the prestigious "Your Honor" competition sponsored by the Legal Marketing Association (LMA). The awards recognize the firm's brand identity campaign developed and executed in collaboration with integrated brand communications firm The Quell Group.

The LMA cited the Plunkett Cooney project as one of the top identity makeovers in the country, awarding it first place in its Midwest Regional competition and third place in the national awards.

"Quell is honored to earn yet another award for its brand development work with Plunkett Cooney," said Mike Niederquell, president and CEO of The Quell Group. "We created a bold, new identity for Plunkett Cooney that reflects its unique characteristics and inspires constituents to take a fresh look at the firm."

According to the LMA, 22 winning projects were selected from hundreds of Your Honor Awards entries. In total, 327 members of the LMA submitted nominations.

Following extensive internal and external research encompassing in-depth interviews with nearly 100 employees, clients and prospects, The Quell Group identified and defined the unique benefits Plunkett Cooney delivers to its clients. Those attributes guided recommendations for final identity design and brand position.

Plunkett Cooney's new identity illustrates integrated depth of expertise and access to a team of diversified specialists through a lead attorney. The logo features an icon at the center reflecting the firm's client-first commitment, supported by the diverse depth of the Plunkett Cooney team, to achieve the right result. The firm's brand attributes are distilled into the words "determined, distinctive, fearless."

The Quell Group has carved a niche in branding and positioning, and it has redeveloped and launched identities for more than 50 organizations across a wide spectrum of industries.

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.

Established in 1913, Plunkett Cooney is one of Michigan's largest full-service law firms with more than 150 attorneys in nine Michigan cities and one in Columbus, Ohio. The firm has achieved the highest rating (AV) awarded by Martindale-Hubbell, a leading, international directory of law firms.

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