

FOR: The Quell Group

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FOR RELEASE

**QUELL INTERACTIVE DEVELOPS FLASH VIDEO TO BETTER COMMUNICATE
BILLHIGHWAY'S EASY-TO-USE ONLINE MONEY MANAGEMENT SOFTWARE**

TROY, Mich., August 24, 2009 — Visitors to Billhighway's updated website now can get a quick and engaging overview of the company's online group money management tools. Developed by [Quell Interactive](#), a flash video tour delivers the key features and benefits of Billhighway's unique financial services.

This user-friendly introduction to Billhighway has interactive components that guide users through the sign up, set up and management of its online software. Designed with maneuverability in mind, viewers can choose from several tutorials including billing members, payment options, accounting tools and benefits.

"Billhighway's goal was to develop an appealing and easy-to-understand presentation of our online financial services," said Pamela Okopny, director of marketing at Billhighway. "And because our clients range from college students to experienced professionals, we wanted a casual but sophisticated piece. Quell hit a home run."

"Billhighway's brand is all about being smart, simple and a step ahead," says Curtis Jackson, head of Quell Interactive. "So we created an interactive video with multiple functions, key brand elements, and an approachable but intelligent tone."

In addition to showcasing a streaming version of the flash video on Billhighway's [Facebook](#) and [Twitter](#) pages, the company is using the interactive flash video as a sales tool, at trade shows, in new employee orientations and as part of a broader marketing push.

Quell Interactive brings advantages to the integration of digital and traditional media because of its position as a pioneer of communicating client messages online, and its unique approach to branding and integrated marketing communications that unlocks a company's unique value. [quellinteractive.com](#).

As the Midwest's leading brand communications firm, The Quell Group develops and integrates branding and positioning strategies with marketing and public relations services to achieve organizational goals. Founded in 1994, the firm provides proprietary diagnostic tools to help companies Unknot, Align and Market™ their unique value. Quell also provides its clients with training; interactive and web; and event and design services. [quell.com](#). Follow us on Twitter: [Twitter.com/thequellgroup](#).

Billhighway currently works with more than 1,550 member based organizations across North America with the single goal of making group finances easy. Since 1999, the company has managed nearly \$2.0 billion in transactions. For more information about Billhighway visit [www.Billhighway.com](#).

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