

**FOR:** The Quell Group

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**FOR RELEASE**

**THE QUELL GROUP RECEIVES TWO INTERNATIONAL AWARDS FOR COMPANY BRANDING AND ADVERTISING**

**TROY, Mich., July 20, 2009** — The Quell Group, Michigan's leading integrated brand communications firm, has won two prestigious 2009 Hermes Creative Awards for its work in branding and advertising.

The Quell Group was recognized with a platinum award for its *Automotive News* Green Car Conference advertisement for automotive supplier Magna International and an honorable mention for logo development for aluminum pallet producer ALX Pallet Systems.

Administered and judged by the Association of Marketing and Communication Professionals, the Hermes Creative Awards recognize outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals.

As the Midwest's leading integrated brand communications firm, The Quell Group develops and integrates branding and market 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*<sup>™</sup> their value proposition. Quell also provides its clients with training; interactive and web; and event and design services. [quell.com](http://quell.com). Follow us on Twitter: [Twitter.com/thequellgroup](https://twitter.com/thequellgroup).

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