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For immediate release

Michigan Marketing Firm Expands Local Client Base

Ann Arbor Firms Join Clarity Quest's Roster; Companies See Value in Outsourcing Marketing Services

ANN ARBOR, MI (BusinessWire) June 13, 2007 – In yet another sign of steady small business growth in southeast Michigan, [technology marketing firm](#) Clarity Quest Marketing today announced it will serve as a marketing department for two new clients: Cielo MedSolutions and The Tolle Group.

Outsourcing various marketing functions is nothing new. Companies have long hired outside vendors to execute direct mail, advertising, public relations and graphic design, but Clarity Quest's complete outsourcing of the marketing function goes beyond such tactics, noted Christine Slocumb, founding principal of Clarity Quest Marketing.

"Small to medium-sized companies in Michigan are starting to see the economic and operational benefits of outsourcing their marketing departments," said Slocumb. "A company pays only for the services used for the length of time needed."

Clarity Quest Marketing's new clients include:

Cielo MedSolutions (<http://www.cielomedsolutions.com>) is a leading provider of healthcare software and information technology services. Cielo helps ambulatory care physicians improve quality-of-care, optimize practice efficiency, and increase physician revenue. The web-based Cielo Clinic™ software helps to improve, document and report on clinical care.

The Tolle Group (<http://www.tollegroup.com>) is a leadership development consulting firm that emphasizes a practical, interactive, and creative approach to developing business leaders in technical fields. Services include classroom training, individual coaching and organizational culture assessments.

Clarity Quest currently serves as an [outsourced marketing department](#) for seven firms across the U.S.

About Clarity Quest Marketing

Clarity Quest Marketing combines technology know-how with marketing and business acumen to provide marketing services to small to medium-sized companies across the U.S. Founded in 2001, Clarity Quest serves companies in the biotechnology, software, hardware and professional services industry. Clarity Quest is headquartered in Ann Arbor, Michigan with a satellite office in Seattle. The company publishes the Out of the Fog Marketing blog (<http://www.clarityqst.com/blog.asp>) For more information please visit www.clarityqst.com or call 734-864-4094.

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