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**Triad Business Offers Alternative to Traditional Work Week**

*Quixote Group Helps Employees Conserve Fuel, Cut Costs with Work-from-Home Program*

**/24-7PressRelease/** - GREENSBORO, NC, July 17, 2008 - Quixote Group, a Greensboro, NC-based research, marketing and public relations firm, has introduced a work-from-home program to help its employees conserve fuel and cut costs.

Quixote Group's program was developed in May in response to a national gas price average that now tops four dollars per gallon. According to AAA, gas prices in North Carolina alone have risen nearly 40 percent since last summer to reach all-time highs.

"We all feel the financial impact in some way," said Kim Doran, CEO of Quixote Group. "Quixote Group believes that giving our employees an opportunity to conserve fuel and costs is just the right thing to do during these times."

An online survey by Greensboro's WFMY-TV reports that roughly 86 percent of Triad-area employers do not offer an alternative work week option. Of those same respondents, 63 percent think an alternative work week program "is a great idea."

Quixote Group's Director of Operations, Patti Boone, is a big believer in the work-from-home program.

"I commute roughly 50 miles to and from work every day," said Boone. "Considering the cost of fuel now, a work-from-home day can help me conserve a quarter tank of gas or more each week. Any savings are important today, so that's big."

Quixote Group joins the growing number of businesses to offer employees an alternative to the traditional work week. An article from GroovyGreen.com reports that one out of four U.S. companies now have a policy offering shortened work weeks, telecommuting, flex hours or other work alternatives as assistance for employees.

"One of the great aspects of this kind of program is that it's a win-win situation," said Doran. "Our employees are able to conserve fuel and cut costs, while our clients receive the same attention and productivity."

About Quixote Group

Quixote Group, located in Greensboro, North Carolina, is a market research, marketing, and public relations firm. The firm specializes in building and growing its clients' brands by developing, communicating and demonstrating their strategic value to target audiences. As a research-centric organization, Quixote Group explores the rational and emotional connections that customers make with its clients' products and services to create greater interest, preference and loyalty to their brands - thus resulting in sustainable growth. The company shares in its clients' passion for their industries, creating lasting relationships based on mutual respect and focused on a shared commitment to measurable goals and business objectives. For more information, please visit [www.quixotegroup.com](http://www.quixotegroup.com).

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