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**TREVELINO/KELLER COMMUNICATIONS GROUP EXPANDS TECH PRACTICE
WITH ADDITION OF AIR2WEB AND ASANKYA**

Former Clients Re-Connect with Agency Contacts in New Endeavors

ATLANTA -- February 29, 2008 -- Trevelino/Keller Communications Group, one of the southeast's most reputable public relations firms, today announced the addition of [Air2Web](#) and [Asankya](#) to the agency's tech practice. Both clients' executives have legacy relationships with Trevelino/Keller colleagues dating back to the 90s, an indication of the firm's long-standing prowess within the Southeast technology landscape.

"The technology community in the Southeast, much like in Northern California, is astute about the small community of practitioners who remain dedicated to supporting technology companies," explains Genna Keller, principal with Trevelino/Keller. "Air2Web and Asankya are examples of smart technology companies with innovative products and thought leadership, both of which give us the tools we need to be successful."

Air2Web is a leading provider of mobile marketing technology and services. The company works with agencies, carriers, and big brands across multiple vertical markets such as: financial, retail, CPG, insurance and media & entertainment. Air2Web has created thousands of mobile marketing campaigns that promote major brands, provide a variety of goods/services and offer a

new level of customer service, enabling clients to better promote, service and transact with their customers via mobile devices.

"The Trevelino/Keller team brings innovative thinking along with years of technology and wireless experience to the table," explains Bill Jones, President of Air2Web, Inc. "We are thrilled to be working together as Air2Web continues to build brand awareness as the leader in mobile marketing."

Asankya, an emerging company developed at Georgia Tech, provides seamless transport of real-time and two-way interactive content over IP networks. The technology solution enables end-users to experience all forms of real-time multimedia content at the highest quality and without interruption.

"We chose to work with Trevelino/Keller because of the firm's success in helping emerging companies become established businesses," notes Scott Ryan, CEO of Asankya. "As Asankya launches its technology solution, we will rely on the knowledge and expertise of the agency to help move us to the forefront of the marketplace."

About Trevelino/Keller

Headquartered in Atlanta with an office in Charleston, SC, Trevelino/Keller Communications Group is a public relations firm specializing in strategic and creative communications. Its areas of practice include Advanced Technologies, Consumer Lifestyle, Vertical B2B and GreenWorks. In 2005, Trevelino/Keller founded the Atlas Alliance, made up of likeminded boutiques that bring cultural, geographic and specialty expertise to the firm's clients. It currently includes Hispanic agency, The Lanza Group, UK-based The Word Shop, ActivePR in the Middle East and PMG, Los Angeles and New York entertainment focused partner. A sampling of Trevelino/Keller's clients include Verizon Wireless, Raving Brands, SITA, The Weather Channel and TRX. For more information, please call 404-214-0722 or visit www.trevelinokeller.com.

About Air2Web

Air2Web is a leading mobile marketing service provider for agencies, brands, content providers and carriers. The Company has created thousands of marketing campaigns to promote major brands, provide a variety of goods/services, and offer a new level of customer service, enabling clients to better promote, service and transact with their customers via mobile devices. With headquarters in Atlanta, Air2Web has connectivity into virtually all U.S. wireless operators. Air2Web is at the forefront of connecting marketers to mobile subscribers on a global scale, including such customers as The Weather Channel, Procter & Gamble, Traffic.com, AT&T and UPS. Additional information on Air2Web is available at www.air2web.com.

About Asankya

Asankya provides seamless transport of high quality real-time and two-way traffic over all IP networks, enabling end-users to experience all forms of real-time content at the highest quality and without interruption. Developed at Georgia Tech, the private, Atlanta-based company was founded in 2004 by Dr. Raghupathy Sivakumar. The Asankya team is led by Scott Ryan, former co-founder and CEO of Incanta. For more information about Asankya, please visit the company's web site at www.asankya.com.

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