



**Media Contact:**

Dean Trevelino  
Trevelino/Keller Communications Group  
404-214-0722 X 106  
[dtrevelino@trevelinokeller.com](mailto:dtrevelino@trevelinokeller.com)

**TWO NEW COMPANIES JOIN ATLAS ALLIANCE, A GLOBAL CONSORTIUM OF COMMUNICATIONS COMPANIES FOUNDED BY TREVELINO/KELLER**

*New Companies Bring Expertise in Public Affairs and the Asia-Pac Region*

**ATLANTA – October 13, 2008** – Trevelino/Keller today announced two additions to the Atlas Alliance, created in 2006 to serve companies of geographic presence outside the U.S. and specialty services such as Hispanic Communications, Entertainment PR and Lobbying. Atlanta-based Troutman Sanders Strategies and Singapore-based Mileage Communications join founder Trevelino/Keller and current members The Lanza Group, The Word-Shop, Active PR, and Platform Media Group.

“We have had much success in bringing together likeminded agencies with specialties that complement both our agency and our clients’ needs and we are thrilled to add the expertise of both Troutman Sanders Strategies and Mileage Communications,” explains Dean Trevelino, principal of Trevelino/Keller. “We are taking it to the next level with the addition of these two accomplished firms.”

Troutman Sanders Strategies, a full-service government relations and issue management firm with a seasoned team of experienced public affairs professionals, advocates their clients’ public policy issues through a broad array of contacts at the federal, state and local levels in order to build better partnerships among governments and businesses. Their areas of expertise include: Legislative & Executive Branch Advocacy; Legislative Strategies, Monitoring & Analysis;

Strategic Policy & Regulatory Intelligence; Government Procurement; Coalition Building & Grassroots Advocacy; Corporate Issue Management; and Funding & Appropriations.

“This relationship has the opportunity to be a win-win where we have clients who need public relations support in raising awareness of their government-oriented campaigns at the local and national level. From our preliminary dialogue with Trevelino/Keller, their clients are facing increasing legislative issues at the local, state and national level and public affairs, for example, becomes a valuable strategy particularly in the consumer marketplace, be it menu labeling, hourly wage issues or small business lending,” says Pete Robinson, Chairman of Troutman Sanders Strategies.

Founded in 1992, Mileage Communications is a rapidly expanding full-service strategic marketing communications and public relations firm based in Singapore with offices in India, Thailand, Malaysia and Indonesia. The firm serves clients in a wide variety of sectors, including banking and finance, healthcare, shipping, technology and consumer/lifestyle.

“In today’s global economy it’s increasingly important for companies to have access to public relations expertise not only at the country level, but the regional level as well,” states Yap Boh Tiong, founder and Managing Director of Mileage Communications. “We look forward to delivering our knowledge and proficiency of the Asia-Pacific markets to those clients who are interested in the region.”

#### **About Trevelino/Keller**

Headquartered in Atlanta with offices in Charleston, SC, Trevelino/Keller 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 The Lanza Group, The Word Shop, ActivePR, Platform Media Group and Mileage Communications. In 2006, it launched the Start-Up Council to serve start-up companies through a multi-disciplined consortium of consultants and boutique firms. In 2008, it launched FirstGear<sup>TK</sup> a suite of services designed for emerging companies. 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](http://www.trevelinokeller.com).

#### **About Troutman Sanders Strategies**

Troutman Sanders Strategies (TSS) is a comprehensive, national, bi-partisan government relations and issue management firm with over 20 state and federal lobbyists. A subsidiary of the international law firm Troutman Sanders LLP, the group is headquartered in Atlanta, GA with