



TREVELINO/KELLER
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Crisis + Less^{TK}

TROUBLED ECONOMY LIKELY TO BRING INCREASED CRISIS WORK TO PR INDUSTRY

TREVELINO/KELLER OFFERS VALUE PRICING TO SUPPORT COMPANIES IN STRESS

ATLANTA – November 17, 2008 – Trevelino/Keller, one of the most reputable public relations firms in the Southeast, today launches its Crisis + Less^{TK} solution to the market as a means of assisting companies who find themselves in unfortunate circumstances. With the legal industry predicting heavy crisis activity in 2009 – a Litigation Trends Survey by Fulbright & Jaworski indicates that 43 percent of corporate counsel expect an upswing in lawsuits, largely spurred by the economic crisis.

“In addition to crises that arise during the normal course of business, we know from past experience that the legal market is a good barometer for crisis work within the public relations sector with an upswing in lawsuits as one measure. And while law firms are historically known for hourly rates north of \$350, many PR firms offer rates north of \$350 an hour too,” explains Dean Trevelino. “There are companies who find themselves in unfortunate situations more out of a mistake or accident than a deliberate action against constituents. In the current environment, we want to be a solution, not another layer of debt that digs them deeper so we are setting our crisis rate at \$200 an hour.”

Trevelino/Keller recognizes that in some instances, it needs partners on the ground to support a crisis, having most recently acted on behalf of a client in crisis in multiple markets. We do appreciate differences in regional rates and we will take that into consideration when partnering with a firm,” explains Genna Keller. “However we will negotiate rates in the spirit of our Crisis+Less platform.”

Trevelino/Keller’s crisis industry experience aligns with its four core practices. Crisis areas include: Brand Damage, Consumer Uproar, Criminal Investigation, Employee Debacle, Environmental Accident, Executive Misrepresentation, Financial Calamity, Industry Scare, Natural Disaster, Online Rumor, Product Fallout and Security Breach.

“We rarely go a week without having to address a crisis in some market,” explains Trevelino. “We plan and train our clients, but it’s the nature of the world we live in where crises happen and need immediate response. Our business philosophy is not built around crisis work as a profit center, rather, we want to help companies through their crises so we can get to the business of helping them generate commerce.”