



TREVELINO/KELLER
COMMUNICATIONS GROUP

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**TREVELINO/KELLER COMMUNICATIONS GROUP ADDS DYNAMIC DATA
CONCEPTS, INC. TO TECHNOLOGY PRACTICE**

Software Company Partners with PR Firm for National Vertical-Market Campaign

ATLANTA AND BROOKLYN, NY – February 17, 2008 – Trevelino/Keller Communications Group, a boutique public relations firm with a nationally ranked technology practice, today announced the addition of Dynamic Data Concepts, Inc. to its client list. Headquartered in Brooklyn, NY Dynamic Data Concepts develops software solutions for non-profit organizations and educational institutions.

“We are excited to be working with Trevelino/Keller Communications Group,” says David Shatz, Vice President, Sales and Marketing, Dynamic Data Concepts. “We need an agency that has depth in technology and an understanding of how to penetrate vertical markets. Trevelino/Keller understands the value of our system and can help communicate our message to the non-profit and education markets.”

Trevelino/Keller’s initial charter is to help Dynamic Data Concepts market their new cutting-edge software application to clients beyond their current niche market. The company’s flagship product, School Director Pro, is currently used by hundreds of Jewish, primarily Orthodox, non-profits and schools both nationally and abroad. Dynamic Data Concept’s upcoming product, SDP.Net, guarantees to be a thorough and robust system which will enable all types of non-profits and schools run efficiently and effectively. In collaboration with Charleston, SC marketing and advertising firm Cognetix, work will include branding naming, tradeshow support and media relations.

About Trevelino/Keller

Headquartered in Atlanta with offices 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.

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