



TREVELINO/KELLER
COMMUNICATIONS GROUP

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TREVELINO/KELLER LAUNCHES DINE AND SHOPPE^{TK} AND PRIXFIXE^{TK}

*A B2B Community for Restaurants and Retailers with a Virtual Co-Op Solution
Vesdia, AdvanceMe and TwitPay Join As Partners*

ATLANTA – June 24, 2009 – Trevelino/Keller Communications Group, an integrated public relations, social media and brand communications firm, today launches its first in a series of industry communities. Dine and Shoppe^{TK} is a content-rich social media initiative designed to support restaurants and retailers in their local markets. Using Ning platform, Trevelino/Keller has created a dynamic platform that delivers content and services in a collaborative exchange. In addition, for any business looking to establish an agency relationship at a reduced financial commitment, members will have access to PrixFixe^{TK}, a fixed fee virtual co-op that includes publicity, social media, webinars and services through the DineandShoppe.com community.

The Dine and Shoppe initiative follows the success of Trevelino/Keller's first social network, PR Starbase (prstarbase.com). Initially launched as a recruitment community to support career placement in the public relations industry, the influx of members has transformed the ning site into a dynamic public relations professional development site.

“Dine and Shoppe represents a “go forward” strategy for us designed to elevate our expertise in several key practice areas,” explains Dean Trevelino, principal, Trevelino/Keller. “Web sites will continue to be relevant web 1.0 platforms for companies, and while we are big advocates of Facebook, Twitter and LinkedIn social networks and their respective groups, we believe interactive B2B communities that we create and manage as a means of bringing value to business to business marketplaces is a more relevant medium today.

Dine and Shoppe^{TK}

Dine and Shoppe is first and foremost a community where small business owners in the restaurant and retail industry can exchange ideas, gain insight into local store marketing, social media tools, learn about key events nationally and locally and more. Partner companies will provide content and services to members through the Dine and Shoppe Blog, Weekly Partner Tips and Partner Spotlight section explains solutions from companies like US Foods (restaurant services), Vesdia (performance-based marketing), AdvanceMe (merchant cash advances) and TwitPay (Twitter promotions and commerce).

PrixFixe^{TK}

Access to the site is complementary; however, companies joining PrixFixe will receive access to exclusive areas and a series of public relations services in exchange for a \$1,000 monthly fee plus \$100 a month in media pak expenses for a one-year commitment. Annualized program value is estimated at \$50,000 plus based on anticipated results, education and content.

The PrixFixe relationship begins with a co-op orientation and support in the areas of Social Media, Publicity, Crisis Preparedness and Local Store Marketing. To join Dine and Shoppe, visit www.dineandshoppe.com. For information about PrixFixe, simply click on the PrixFixe tab.

About Trevelino/Keller

Headquartered in Atlanta with offices in Charleston, SC, Trevelino/Keller Communications Group is a public relations firm specializing in public relations, social media and brand communications. Its areas of practice include Technology, B2Business, Lifestyle and GreenWorks. In 2005, Trevelino/Keller founded the Atlas Alliance, made up of likeminded boutiques that bring cultural (Hispanic and Latino), geographic (Europe, Middle East and Asia Pacific) and specialty expertise (entertainment, public affairs). In 2006, Trevelino/Keller founded The Start-Up Council to support early stage companies on a quarterly gratis basis. A sampling of Trevelino/Keller's clients include Petrus Brands, Shane's Rib Shack, Flying Biscuit, Monkey Joe's, Planet Smoothie, PJ's Coffee, Wow Wingery and Café. For more information, please call 404-214-0722 or visit www.trevelinokeller.com. Interested in developing or expanding your career in PR or marketing, visit the firm's site, www.prstarbase.com.

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