



TREVELINO/KELLER
COMMUNICATIONS GROUP

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**TREVELINO/KELLER COMMUNICATIONS GROUP ADDS LEADING
FOR-SALE-BY-OWNER (FSBO.COM) TO CONSUMER PRACTICE**

FSBO.com Partners with PR Firm for National Campaign

ATLANTA – APRIL 18, 2008 – Trevelino/Keller Communications Group, one of the most reputable public relations firms in the Southeast, today announces the addition of FSBO.com to its consumer practice. FSBO.com, one of the most popular sale-by-owner online sources, is the simplest and most cost-effective route to selling, buying or renting properties online. Headquartered in Atlanta, FSBO.com has been bringing buyers and sellers together since 1997. Among their many innovative features, the site now offers sellers the option of uploading video footage and unlimited photos to each property listings at no additional charge.

“The real estate industry is obviously going through a period of uncertainty and turmoil,” states Genna Keller, principal with Trevelino/Keller. “But there is encouraging news out there, and companies like FSBO.com are providing consumers with opportunities for significant savings and marketing vehicles at a time when resources are tight.”

With the recent launch of its updated website, featuring increased functionality and added detail, FSBO.com has positioned itself as the go-to web destination for by-owner real estate properties. “We’re excited to work with Trevelino/Keller Communications Group,” says Mike Malkasian, President of FSBO.com. “We need an agency that understands the current market challenges, but also recognizes the value proposition we bring to the table. Trevelino/Keller’s media relations expertise coupled with their innovation is exactly what we were looking for.”

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.

About FSBO.com

FSBO.com is the most popular global For Sale By Owner Real Estate site. FSBO.com has been bringing buyers and sellers together since 1997 by providing them the simplest and most cost-effective route to selling, buying or renting properties online and saving them thousands of dollars each in the process. Among their many innovative features, FSBO.com now offers sellers the option of uploading video footage and unlimited photos to each property listings at no additional charge. FSBO.com is based in Atlanta, Georgia.

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