



TREVELINO/KELLER
COMMUNICATIONS GROUP

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TREVELINO/KELLER KICKS IN FIRSTGEAR^{TK} FOR EARLY STAGE BRANDS

*Suite of Brand, Content, Launch Products Enable Companies to Shop Services A La Carte
dNeero and New Ideas for a New Carolina First to Tap into Suite*

ATLANTA – September 17, 2008 – Trevelino/Keller Communications Group, one of the most reputable public relations firms in the Southeast, today launches FirstGear^{TK}, a suite of a la carte services ideally suited for early stage companies and organizations that need brand work, content development or launch support and are not ready for a long-term or even short-term engagement. All services are priced at \$2,500 in fees.

“We have always been committed to start-up and emerging companies which is why we launched The Start-Up Council in 2006, specifically to offer early stage companies a forum to gain expert advice from all of the disciplines relevant to their early success,” explains Genna Keller, principal, Trevelino/Keller. “FirstGear^{TK} offers us a means of supporting a pre-launch company or even a middle market company whose had no exposure to public relations and wants to ‘test drive’ the experience.”

dNeero Launching Company

For dNeero, FirstGear^{TK} presents an opportunity for a true start-up company to get on the radar of the business and consumer media with a formal wire announcement. Given the nature of its business, dNeero knows first hand the importance of being searchable on the Internet. FirstGear^{TK} is designed to enable a smart, professional launch that utilizes resources cautiously in the early stage of building revenue.

FirstGear^{TK} delivers services across three areas: brand, content and launch. “Brand Services” concentrates on three critical areas for an emerging company – brand positioning, naming and brand key which is designed to guide the brand’s formative years of development.

“Anything related to brand is always a sensitive, opinionated process that is costly and distracting to principals of an organization,” explains Dean Trevelino, principal, Trevelino/Keller. “Our methodologies streamline the effort to gain consensus on some fundamental brand properties necessary to communicate and articulate the brand’s distinct position.”

Content, or a lack thereof, can be a barrier to launch, a barrier to sales, a barrier to securing capital. FirstGear^{TK} offers defined packages of “Content Development” for the website, collateral, messaging, case studies, board and analyst presentations.

New Ideas Announcing Competition

An already existing organization, New Ideas for a New Carolina, will leverage FirstGear^{TK} for a three-month contest launch. The 2009 New Ideas for a New Carolina business idea contest in South Carolina kicks off Oct 1, 2008 and accepts entrants until December 1, 2008. Winners will be announced at the ThinkTEC Innovation Summit in Charleston, SC February 11, 2009 with the Grand Prize winner receiving \$5,000 seed money, a scholarship to FastTrac entrepreneurial training programs and access to a Dream Team of Mentors to help cultivate the idea.

“Launch Services” cut across social media and traditional media efforts, including the development of a SocialStatus Game Board for launching a full social media strategy and a social currency tool from dNeero for starting conversations with target audiences. In addition to a one-time product or company launch, companies can tap into FirstGear^{TK} for a multiple market media tour, a trade show launch and a monthly sustained launch (three months max).

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^{TK} 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.

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