



TREVELINO/KELLER
COMMUNICATIONS GROUP

Media Contact:

Dean Trevelino

Trevelino/Keller Communications Group

404-214-0722 X 106

dtrevelino@trevelinokeller.com

TREVELINO/KELLER LAUNCHES FREE-NET^{TK}

A Communications Network Designed to Support Freelance Professionals

ATLANTA – Nov. 20, 2009 – Trevelino/Keller Communications Group, an integrated public relations, social media and brand communications firm, today announces the launch of Free-Net^{TK}, an exclusive communications network that supports freelance professionals in public relations, marketing and creative services. Managed within the firm’s successful PR Starbase -- www.prstarbase.com -- Ning community, Free-Net launches initial assignments already secured for professionals in public relations and creative services.

“In the current business environment where the marketplace is full of exceptional talent, yet corporations continue to watch their spending, the demand is up for freelance talent,” explains Dean Trevelino, principal, Trevelino/Keller. “At the same time, we understand that many of these companies will outgrow a freelancer’s capabilities within one to three years which is why we are launching a program with reciprocal benefits.”

Looking to establish a network of diverse resources, Trevelino/Keller is identifying freelancers across several skills sets, which include Media Relations, Investor Relations, Public Affairs, Technical Writing, Creative Services, Interactive Programming, Event Managements, Issues Management, Research, Community Relations and Hispanic Communications; and industries, which include Technology, Lifestyle, Food and Beverage, Green, Healthcare and Professional Services.

Once a candidate has met the set of standards outlined by the firm, the Free-Net relationship begins with private access to the Free-Net section of PR Starbase. There is no cost to join Free-

Net; however, Trevelino/Keller will require members agree to a reciprocal referral fee agreement where the firm receives 10 percent for referrals to freelancers and freelancers receive 10 percent of fees for referrals to the firm. The membership does not restrict a freelancer from working with other firms.

“While we focus on full-time staff to manage our client needs, Free-Net allows us to serve as a solution for emerging companies or other companies not ready to engage a firm,” explains Trevelino. “Our philosophy has always been to think and act long-term and not get focused on how we as a firm benefit today.”

Free-Net follows the success of Trevelino/Keller’s first social network, PR Starbase. 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. Access to PR Starbase is complementary; however, the Free-Net membership is by invitation only.

To join PR Starbase and learn more about obtaining a Free-Net membership, visit www.prstarbase.com.

About Trevelino/Keller

Headquartered in Atlanta with offices in Charleston, SC and Washington, DC, Trevelino/Keller Communications Group is a communications firm specializing in public relations, branding and social media. Its areas of practice include Technology, B2Business, Lifestyle and GreenWorks, each supported by online communities. 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. A sampling of Trevelino/Keller’s clients include Verizon Wireless, Petrus Brands, SITA, The Weather Channel, Ritz Camera and Image and Paymetric. For more information, please call 404-214-0722 or visit www.trevelinokeller.com. Seeking a career in PR or marketing, visit the firm’s recruitment site, www.prstarbase.com.

###