



**Media Contact:**

Dean Trevelino

Trevellino/Keller Communications Group

404-214-0722 X106

[dtrevelino@trevelinokeller.com](mailto:dtrevelino@trevelinokeller.com)

**TREVELINO/KELLER COMMUNICATIONS BECOMES AGENCY OF RECORD FOR IAN THOMAS GROUP (ITG), FOUNDED BY LEADING SOFTWARE PERFORMANCE INDUSTRY PIONEER**

**ATLANTA – March 9, 2009** – Trevellino/Keller Communications Group, Inc., one of the Southeast’s most reputable public relations firms with a nationally ranked technology practice, today announces the addition of Ian Thomas Group to its technology practice. Headquartered in Atlanta, the Ian Thomas Group provides strategic and tactical software performance engineering services. The emerging company has brought together the country’s foremost programmers, analysts and developers to create a technology leader in software performance engineering, led by its founder, Kevin Mobley, a true industry pioneer. Mobley has 15 years of creating software systems for Fortune 1000 companies in the financial services, entertainment, government, retail and travel sectors, along with the Federal Government's defense department and the State Government of Georgia. Mobley has consistently delivered what is in high demand right now ... the architecting of high performance software engineering that creates the types of efficiencies that save companies tens of millions of dollars.

“We are excited to be working with Trevellino/Keller Communications Group,” says Mobley, ITG CEO. “We need an agency that has depth in technology and an understanding of how to penetrate vertical markets. Trevellino/Keller demonstrated that understanding of the industry and an appreciation for taking complex ideas and delivering them in terms that will ultimately showcase our strengths and market differentiators.”

Trevellino/Keller will be building the company’s core messaging and press materials, executing an aggressive analyst and media relations campaign surrounding product launches and managing a strategic visibility program for Mobley.

“Kevin Mobley and his team offer a wealth of original content with an emerging portfolio of case work that demonstrates powerful outcomes to companies who are suffering from legacy systems, mergers, rapid growth or in this market, dramatic downsizing. They have a compelling story to take to the market at a time when the market would be well served to take their call,” explains Genna Keller, Principal, Trevellino/Keller.

**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 Technology, B2Business, Lifestyle 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, public affairs partner Troutman-Sanders Strategies, UK-based The Word Shop and Chameleon PR, 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, Petrus Brands, Raving Brands, SITA, The Weather Channel, eInvite.com and Care.com. For more information, please call 404-214-0722 or visit [www.trevelinokeller.com](http://www.trevelinokeller.com). Seeking a career in PR or marketing, visit the firm's recruitment site, [www.prstarbase.com](http://www.prstarbase.com).

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