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**INVESTOR'S WATCHDOG SELECTS TREVELINO/KELLER COMMUNICATIONS  
GROUP AS PUBLIC RELATIONS AGENCY OF RECORD**

*Start-Up Council for Emerging Companies Connects  
Consumer Advocate Group with Public Relations Firm*

**ATLANTA – October 1, 2007** – Trevelino/Keller Communications Group, one of the southeast's most reputable public relations firms, today announces its selection as agency of record for Investor's Watchdog, a company that arms investors with intelligence and expertise designed to protect them from broker misconduct, excessive risk and professionally disguised investment scams.

The relationship between Investor's Watchdog and Trevelino/Keller came about as a result of Start-Up Council, a platform formed by Trevelino/Keller in 2006 for start-up companies to develop their business through collaboration and knowledge-sharing across a wealth of professional services. During the launch phase of the program, Trevelino/Keller was successful in generating placements for Investor's Watchdog in *Kiplinger's Small Business*, *Motley Fool*, *The New York Times*, *International Herald Tribune* and *The Atlanta Business Chronicle*, to name a few.

Investor's Watchdog is led by former U.S. Securities and Exchange Commission (SEC) Enforcement Branch Chief Pat Huddleston. Huddleston believes investment fraud is set to reach unprecedented levels in coming years given the boom in retirees and senior citizens, many of whom have built significant resources. Applying SEC-trained experience, Huddleston works with the investing public to expose rogue brokers and arm consumers with concrete info and tools that are designed to protect their nest egg.

"The objective of Start-Up Council is to provide emerging companies with a collective set of resources they would otherwise not have access to in such an orchestrated, efficient manner," explains Genna Keller, principal with Trevelino/Keller. "The work we are doing with Investor's

Watchdog illustrates how companies can work with Start-Up Council to establish connections in the industry and grow their brand quickly.”

Investor’s Watchdog offers investors three levels of security. Each level consists of unbiased, comprehensive protection-based reports specific to the needs of the investor. Offering one-time reports that expose a broker’s history to real-time information delivery, Huddleston and Investor’s Watchdog look to clean up an industry that costs Americans more than \$40 billion annually.

“From the time we stepped into Start-Up Council through our launch, we have felt the team at Trevelino/Keller understood the urgency of our message,” says Pat Huddleston, CEO of Investor’s Watchdog. “They understand what it takes to establish emerging companies and how to position complex subject matter to a wide audience.”

### **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 Smart Technology, Consumer Lifestyle, Niche 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, PMG, Los Angeles and New York entertainment focused partner and IR firm The Blue Shirt Group in San Francisco. 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](http://www.trevelinokeller.com).

### **About Start-Up Council**

The Start-Up Council was created in 2006 out of a belief that the next generation of emerging companies is on the horizon. To foster that community, the Council meets regularly in Atlanta and in South Carolina, in a roundtable setting with entrepreneurs to hear their business case for the next great start-up. The group offers advice and insight on business development, funding, marketing, public relations, legal, accounting, To apply for an upcoming Roundtable, visit [www.thestartupcouncil.com](http://www.thestartupcouncil.com).

### **About Investor’s Watchdog**

Investor’s Watchdog ([www.investorswatchdog.com](http://www.investorswatchdog.com)) provides investors with intelligence and analysis designed to protect them from broker misconduct, excessive risk and professionally-disguised investment scams. Offering an insider’s look at the securities industry, Investor’s Watchdog does not provide investment advice. Instead, Investor’s Watchdog arms its clients with the truth about those with access to their life’s savings. The cost of protection is often tax deductible as an investment expense, and investors can order a free search of the Investor’s Watchdog database via the Web site. Based in Atlanta, Investor’s Watchdog is led by former SEC Enforcement Branch Chief and consumer advocate Pat Huddleston.

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