



TREVELINO/KELLER  
COMMUNICATIONS GROUP

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**TREVELINO/KELLER COMMUNICATIONS GROUP ADDS ELECTRIC VEHICLE  
COMPANY, RTEV, TO ROSTER**

*Electric Vehicle Manufacturer Led by Former MindSpring Entrepreneur  
Partners with PR Firm for National Rollout*

**ATLANTA – May 13, 2008** – Trevelino/Keller Communications Group, one of the most reputable public relations firms in the Southeast, today announces the addition of RTEV to its consumer practice. Headquartered in Winnsboro, SC and Atlanta, RTEV is one of the first electric vehicle (EV) companies in the Southeast.

“We are excited to be working with Trevelino/Keller Communications Group,” says CEO Mike McQuary, serial entrepreneur and the ex-president of internet service providers MindSpring and EarthLink. “We are entering the marketplace at a pivotal time, and we need an agency that understands the convergence of factors that has led to a growing interest in electric vehicles and can help us capitalize on that interest. Trevelino/Keller brings to the table not only extensive media relations expertise, but also the kind of forward-thinking mind-set that is important to ventures like ours.”

Trevelino/Keller will tap into expertise from their Green, Consumer, and Tech practices. Their initial charter is to launch officially RTEV and its two product lines, Ruff & Tuff and Wheego. The company currently features three recreational vehicles under its Ruff & Tuff brand—the Cruiser, the 4-wheel drive Hunter, and the Workman—all of which are easily and inexpensively converted to be street-legal Low Speed Vehicles. Looking forward, RTEV will introduce a line of electric scooters and bicycles under the Wheego brand, to be followed by the auto shaped LSVs in 2009, and full-size, full-speed electric vehicles in 2010.

“It’s great to be reunited with McQ again on the launch of another relevant and forward-looking company,” explains Genna Keller, principal, Trevelino/Keller. “We had the privilege of launching MindSpring as one of the early stage ISPs and now we have the opportunity to make some significant news with his work on RTEV.”

#### **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](http://www.trevelinokeller.com).

#### **About RTEV**

RTEV is an innovation-driven and environmentally-conscious manufacturer of Electric Vehicles (EVs). The company’s two product lines are Ruff & Tuff (recreational) and Wheego (street). Under the leadership of Mike McQuary, CEO and former MindSpring entrepreneur, RTEV has become a leader in the integration of advanced technology components that distinguishes the brand from other EVs and is the first EV company to deliver affordable LSVs to the marketplace through a national dealer network. Privately held, RTEV is based in Winnsboro, SC and Atlanta, GA with distribution points in Baton Rouge, LA and Long Beach, CA.

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