



TREVELINO/KELLER
COMMUNICATIONS GROUP

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**TREVELINO/KELLER COMMUNICATIONS GROUP EXPANDS
LIFESTYLE PRACTICE WITH ADDITION OF NATIONAL
SPECIALTY RETAILER RITZ & WOLF CAMERA & IMAGE**

ATLANTA – January 6, 2010 – Trevelino/Keller Communications Group, an integrated public relations, social media and brand communications firm, today announces the addition of Ritz & Wolf Camera & Image to its Lifestyle Practice. Ritz & Wolf Camera & Image is America's premier retail destination for cameras and imaging. With a legacy of more than 90 years, Ritz & Wolf Camera & Image is the integration of the classic neighborhood camera store meets new technology image destination where you can share, display and save your memories for future generations.

"In 91 years, we have never had a formal PR agency of record relationship. Making the commitment to public relations and social media demonstrates our enthusiasm for our brand's potential as we enter 2010, the decade that will mark our 100 years in business," says Stephen M. LaMastra, president Ritz & Wolf Camera & Image. "Trevelino/Keller's obvious expertise in the lifestyle practice, coupled with their experience in consumer electronics was impressive. More than industry experience, we needed an agency that's engaged from its principal level down to smart people who understand social media."

Trevelino/Keller will focus on traditional national, local and trade media placement, grand opening support and social media support for Ritz & Wolf corporate and its nearly 300 locations.

"Ritz & Wolf is a storied brand with a legacy that stands the test of time and the recession," states Dean Trevelino, principal with Trevelino/Keller. "The brand is at a critical stage as it

reinvents itself from a traditional camera store to an imaging company that enables consumer to experience the instant gratification of capturing a memory in a digital or printed format and sharing and saving that image with no real boundaries.”

About Trevelino/Keller

Headquartered in Atlanta with offices in Charleston, SC, Trevelino/Keller Communications Group is a public relations firm specializing in public relations, social media and brand 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 (Hispanic and Latino), geographic (Europe, Middle East and Asia Pacific) and specialty expertise (entertainment, public affairs). In 2006, Trevelino/Keller founded The Start-Up Council to support early stage companies on a quarterly gratis basis. In 2009, Trevelino/Keller launched the first of a series of industry ning communities to elevate its thought leadership position. Visit www.prstarbase.com and dineandshoppe.com for more information about those communities. For more information on the firm, visit www.trevelinokeller.com.

About Ritz & Wolf Camera & Image

Ritz & Wolf Camera & Image is America’s premier retail destination for cameras and imaging. With a legacy of nearly 100 years, Ritz & Wolf Camera & Image is a leader in the exciting and evolving world of image technology. Always a leader in price and quality, Ritz & Wolf is ranked by Consumer Reports as a top five electronics store, and is the highest ranking destination for camera and imaging products based on service, product quality and buying ease. Ritz & Wolf Camera & Image is headquartered in Washington, D.C. and operates more than 300 stores in 36 states from coast to coast. RitzPix.com is the company's online site for all imaging needs, and offers a range of products in one hour that is unrivaled anywhere in the world. Ritz & Wolf has dedicated its legacy to empowering consumers to share, display and save all of life’s treasured memories.

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