



TREVELINO/KELLER
COMMUNICATIONS GROUP

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TREVELINO/KELLER COMMUNICATIONS GROUP EXPANDS LIFESTYLE PRACTICE WITH ADDITION OF FAST-GROWING RESTAURANT FRANCHISE

ATLANTA – November 3, 2009 – Trevelino/Keller Communications Group, an integrated public relations, social media and brand communications firm, today announces the addition of Stevi B's Pizza to its food and beverage concentration. Founded in 1996 in Atlanta, Ga., Stevi B's is the restaurant industry's only national premium pizza buffet franchise.

"We're thrilled to work with Trevelino/Keller Communications Group," says Matthew Loney, president, Stevi B's. "Trevelino/Keller's preparation during the agency search process and obvious expertise in the food and beverage and franchise industries was impressive. We needed an agency that could truly elevate us to the next level in our industry and hit the ground running – which is exactly what they did during our first ever Free 100 Pizza Giveaway in early October. We look forward to many successful efforts with them in 2010."

Trevelino/Keller will focus on traditional local and trade media placement, grand opening support, franchise sales, conference and tradeshow strategies, speaker's bureau efforts and social media support for Stevi B's corporate and its more than 30 franchised locations.

"Stevi B's is a young brand with so much potential in a category that in my opinion has fallen considerably in quality and experience at the chain level," states Dean Trevelino, principal with Trevelino/Keller. "The brand's new leadership and appetite for pushing the envelope will make this an exciting relationship."

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 Stevi B's Pizza

Stevi B's Pizza, the industry's only national "premium" pizza buffet restaurant franchise, was founded in 1996 in Atlanta. Recently purchased by Argonne Capital, an Atlanta private equity firm focused on growing restaurant and retail companies into category leaders, Stevi B's Pizza currently has 30 franchised and four company-owned locations in seven states throughout the United States. Recognized for serving the highest quality pizzas "made from scratch," Stevi B's is a family friendly, community-driven brand that offers a distinct menu of specialty pizzas such as the Loaded Baked Potato, Chicken Fajita, Cheeseburger and Spinach Alfredo served fresh and at a great value in an atmosphere that is fun for adults and children. With the recent rollout of a new store design, Stevi B's Pizza is primed for growth throughout the United States. Follow Stevi B's Pizza on twitter at www.twitter.com/stevibs or on Facebook at www.facebook.com/stevibspizza. For more information, visit www.SteviBs.com or contact Stevi B's by e-mail at info@SteviBs.com.

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