



TREVELINO/KELLER
COMMUNICATIONS GROUP

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**TREVELINO/KELLER EXPANDS LIFESTYLE PRACTICE WITH ADDITION OF
FRANCHISE CONCEPT, GRANITE TRANSFORMATIONS**

ATLANTA – January 21, 2010 – Trevelino/Keller Communications Group, an integrated public relations, social media and brand communications firm, today announces the addition of Granite Transformations to its lifestyle and franchise practice. With more than 100 showrooms across the U.S., Granite Transformations is bringing the beauty of granite, glass and mosaics to kitchens and bathrooms without the headache of extensive remodeling projects, by utilizing unique, often recycled products that can be installed without the removal of existing materials.

“We’re pleased to begin work with Trevelino/Keller Communications Group,” says Carl Griffenkranz, vice president, marketing, Granite Transformations. “In my previous working relationship with Trevelino/Keller I have come to trust and respect their strategy, creativity and execution. During our agency search, they showcased an obvious expertise in the lifestyle category, coupled with their already proven depth of experience in franchising.”

Trevelino/Keller will focus on traditional consumer and local media placement, trade media, grand opening support, franchise sales, conference and tradeshow strategies and social media support for Granite Transformations and the more than 100 franchised locations.

“We are excited to add Granite Transformations to our roster. When past clients return in the next stage of their careers with different organizations, it’s validation that we (Trevelino/Keller) are exceeding expectations. We are particularly excited about Granite Transformations, not only because they deliver a compelling product, but their methodology is very distinct within the industry and they have embraced the use of green materials and practices. Today’s busy

consumers are still seeking high-quality, environmentally friendly remodeling solutions, but are often driven by convenience. We believe that Granite Transformations combines the best of high-quality, Italian-influenced design with a focus on the environment, without the headache of the traditional remodeling construction,” states Dean Trevelino, principal with Trevelino/Keller.

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 Granite Transformations

With U.S. offices based in Miramar, Fla., Granite Transformations, a division of Trend USA, has facilities and showrooms around the world offering new and exciting alternatives to traditional countertops, backsplashes, floors and more. The first Granite Transformations franchise opened in 1996 in Perth, Australia. Consumer response to the revolutionary resurfacing process was overwhelming resulting in growth across Australia and New Zealand. With the first U.S. offices opening in 2001, Granite Transformations now has nearly 100 showrooms across the United States with more showrooms opening every year. In 2004, the company began UK operations and is now also growing throughout Europe. In addition to easy installation and beautiful surfaces, the company also offers its customers the convenience of quality cabinet refacing.

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