



**TREVELINO/KELLER**  
COMMUNICATIONS GROUP

**Media Contact:**

Dean Trevelino

Trevelino/Keller Communications Group

404-214-0722 X 106

[dtrevelino@trevelinokeller.com](mailto:dtrevelino@trevelinokeller.com)

**TREVELINO/KELLER COMMUNICATIONS GROUP SHOWS  
TECHNOLOGY PROWESS WITH ADDITION OF PAYMETRIC,  
LEADER IN ENTERPRISE PAYMENT ACCEPTANCE SOLUTIONS**

**ATLANTA – JULY 14, 2009** – Trevelino/Keller Communications Group, an integrated public relations, social media and brand communications firm, today announces the addition of Paymetric to its technology practice. Formed in 1998 in Houston, Texas and now headquartered in Atlanta, Georgia, Paymetric is the global leader in integrated and secure enterprise payment acceptance solutions. Trevelino/Keller won the business after a competitive pitch.

“We’re very excited to work with Trevelino/Keller Communications Group,” says Larry Wine, CEO. “Trevelino/Keller’s preparation during the RFP process and obvious expertise in technology was impressive. We needed an agency that could truly elevate us into a recognized leadership position in our industry. Their team is just what we were seeking.”

Trevelino/Keller will focus on traditional media placement, analyst relations, conference and tradeshow strategies, speakers bureau efforts and social media support for Paymetric.

“We are incredibly impressed with Paymetric’s expertise and are confident we can elevate their presence considerably among their key constituencies,” states Genna Keller, principal with Trevelino/Keller. “Paymetric is an award-winning SAP-certified partner with a customer list that includes many of the most recognized and respected businesses in the world. Their services are best-in-class and we are excited to let the rest of the world know that.”

**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](http://www.prstarbase.com) and [dineandshoppe.com](http://dineandshoppe.com) for more information about those communities. For more information on the firm, visit [www.trevelinokeller.com](http://www.trevelinokeller.com).

**About Paymetric**

Paymetric, Inc. is the leading provider of integrated and secure enterprise payment acceptance solutions that enable companies to streamline the order-to-cash process, reduce the scope and financial burden of achieving PCI compliance, guarantee the highest-level of security available and improve return on electronic payment acceptance. Paymetric's solutions support virtually every type of electronic payment in any enterprise system. Paymetric is recognized as an industry leader in payment processing and tokenization and is a three-time award-winning SAP certified partner. Visit [www.paymetric.com](http://www.paymetric.com) for additional information.

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