



TREVELINO/KELLER
COMMUNICATIONS GROUP

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**TREVELINO/KELLER ADDS CARBON OFFSETS FACILIATOR
TO ITS FIRST GEAR^{TK} SOLUTIONS PORTFOLIO**

*Verus Carbon Neutral Taps into Firm's GreenWorks^{TK} Practice to Launch First Carbon Neutral
Zone in the U.S.*

ATLANTA – NOVEMBER 17, 2008 – Trevelino/Keller today announces the addition of Verus Carbon Neutral to its client roster. Verus, an innovative, eco-conscious company that aids businesses looking to reduce their carbon footprints, sourced Trevelino/Keller to launch the first Carbon Neutral Zone in the United States. Given its early stage nature, Verus will tap into Trevelino/Keller's FirstGear^{TK} suite of services that offer emerging companies and companies new to PR an a la carte, reduced fee model.

With Verus, the Atlanta retail community known as The Corner-Virginia Highland effectively offset its residual greenhouse gas emissions by purchasing carbon offsets, using an innovative collective approach that will set the standard for American companies looking to adopt sustainable business practices and reduce their impact on the environment.

"We are encouraged by the increasing eco-awareness in the marketplace," explains Genna Keller, Principal, Trevelino/Keller. "Verus is a perfect example of marrying business sensibilities to a green-conscious outlook, and we jumped at the chance to aid the company in making this groundbreaking announcement."

"We are very proud of what we've accomplished with The-Corner Virginia Highland," notes Eric Taub, Founder and Managing Partner of Verus. "We wanted to launch smartly, and

Trevelino/Keller's media expertise, their keen knowledge of the green space and flexibility in working with an emerging company, was exactly what we were looking for."

About Trevelino/Keller

Headquartered in Atlanta with offices in Charleston, SC, Trevelino/Keller 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 The Lanza Group, The Word Shop, ActivePR, Platform Media Group, Troutman Sanders Strategies and Mileage Communications. In 2006, it launched the Start-Up Council to serve start-up companies through a multi-disciplined consortium of consultants and boutique firms. In 2008, it launched FirstGear^{TK} a suite of services designed for emerging companies. Clients include Verizon Wireless, Raving Brands, SITA, The Weather Channel and Vesdia. For more information, please call 404-214-0722 or visit www.trevelinokeller.com. Also visit our blog, www.juxtaposedblog.com.

About the Verus Carbon Neutral Partnership

The Verus Carbon Neutral Partnership is an innovative and eco-conscious company that aids businesses and individuals looking to reduce their carbon footprints. After conducting an audit to determine the size of their footprint, Verus provides a simple way to reduce or completely offset their client's CO2 emissions, supplying them with a tangible way to communicate their commitment to improving the environment. Privately held, Verus is based in Atlanta and more information can be found at their website: www.tvcnp.com.

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