



TREVELINO/KELLER
COMMUNICATIONS GROUP

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**VESDIA SELECTS TREVELINO/KELLER AS AGENCY OF RECORD IN A
COMPETITIVE BID**

Looks to Leverage Firm's Technology, Financial Services and Social Media Expertise

ATLANTA – September 3, 2008 – Trevellino/Keller Communications Group, one of the most reputable public relations firms in the Southeast, today announces the addition of Vesdia to its client base. Headquartered in Atlanta, Vesdia, the single largest provider of loyalty marketing and multi-channel merchant network services, conducted an extensive search to find its first national public relations firm charged with differentiating itself in a rapidly emerging marketplace.

According to The Aite Group, it is estimated that \$64 billion in purchases will be made at U.S. retailers that participate in merchant-funded reward programs by 2010. That's good news for Vesdia's partners given its largest in-store merchant network, leading online mall and patent protected technology. Cardholders in Vesdia programs have increased their spend with merchant partners upwards of 35 percent.

"We have a compelling story to tell, one that continues to gain qualitative and quantitative affirmation, regardless of the economic environment. In fact, one could argue as consumers today are more frugal than ever, they expect and need more value to come from their purchases," explains Jim Douglas, CEO, Vesdia. "We can deliver that value in a way that benefits our financial partners, our merchant network, and ultimately the consumer.

Trevellino/Keller is charged with amplifying that message to the dynamic marketplace we serve."

Trevelino/Keller will focus on several core initiatives, including brand awareness within the financial sector and merchant community, industry executive visibility, analyst relations and exposure within the social media environment.

“Vesdia fits our ‘sweet spot’ as a client. They have a tremendous team, from visionary leadership to experts in technology, marketing and business development,” explains Dean Trevelino, principal, Trevelino/Keller. “They have competitive differentiators the market doesn’t fully recognize or appreciate today, and so our responsibility is to educate and magnify their position, leveraging the people assets they have to turn up the volume.”

About Trevelino/Keller

Headquartered in Atlanta with offices in Charleston, SC, Trevelino/Keller Communications Group 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 Hispanic agency, The Lanza Group, UK-based The Word Shop, ActivePR in the Middle East, PMG, the Los Angeles and New York entertainment firm and Mileage Communications in Asia Pacific. A sampling of Trevelino/Keller’s clients include Verizon Wireless, Raving Brands, SITA, The Weather Channel and TRX. For more information, please call 404-214-0722 or visit www.trevelinokeller.com.

About Vesdia Corporation

Through its leading merchant-funded rewards programs and patent-protected technology, Vesdia offers a full array of loyalty solutions to financial institutions, affinity groups and merchants enabling customers to earn more meaningful rewards faster. For more information, visit www.vesdia.com.

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