



TREVELINO/KELLER
COMMUNICATIONS GROUP

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TREVELINO/KELLER COMMUNICATIONS GROUP EXPANDS CONSUMER PRACTICE WITH THE ADDITION OF LEADING ONLINE RETAILER OF INVITATIONS, ANNOUNCEMENTS AND STATIONERY

eInvite.com Selects Agency for Balanced Expertise Across Traditional and Social Media

ATLANTA – OCTOBER 29, 2008 – Trevelino/Keller Communications Group today announces the addition of eInvite.com to its consumer practice. Founded in 1997 and headquartered in West Boylston, Massachusetts, eInvite.com is a leading online retailer of invitations, announcements and stationery products. The company offers a wide selection of high quality paper products—from sleek and modern to classic and traditional—supplied by the best manufacturers and designers.

Trevelino/Keller will focus on traditional media placement while also utilizing SocialStatus,^{TK} the firm's social media platform to help spark online dialogue about eInvite.com's fine quality invitations and wide product selection throughout the year and during seasonality and special occasions.

"We're excited to work with Trevelino/Keller Communications Group," says Joanne Laipson, Director of Alliance Development. "eInvite.com merges tradition with technology, and we need an agency that understands how to leverage traditional media as well as the online community. Trevelino/Keller's expertise is just what we were looking for."

"By blending the ease of the Internet with the selection and personal attention found in brick-and-mortar stores, eInvite.com gives their customers the best of both worlds," states Genna

Keller, principal with Trevelino/Keller. “It’s a win-win situation for the consumer looking for both quality and simplicity in today’s hectic world.”

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 and PMG, Los Angeles and New York entertainment focused partner. A sampling of Trevelino/Keller’s clients includes Verizon Wireless, Raving Brands, SITA, The Weather Channel and TRX. For more information, please call 404-214-0722 or visit www.trevelinokeller.com.

About eInvite.com

Founded in 1997 and based in West Boylston, Massachusetts, eInvite.com is a leading online retailer of invitations, announcements and personalized stationery. The company offers a wide selection of high quality products at a variety of price points, all customizable through its patented online proofing technology. In addition to its own website, eInvite.com operates the fully-outsourced fine stationery website for Costco Wholesale Clubs, the fine stationery site for Caesar’s Palace Wedding Chapels, the stationery website for Babies R’ Us (toysrus.com), OutVite.com—the leading fine stationery site for the gay and lesbian community—and over 200 other co-branded stationery sites for various partners.

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