



TREVELINO/KELLER
COMMUNICATIONS GROUP

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TREVELINO/KELLER COMMUNICATIONS GROUP HAS ADDED PAYMETRIC TO ITS TECHNOLOGY PRACTICE

Account News in Brief (July 20, 2009)

TORONTO □ Thornley Fallis Communications has been chosen as public relations agency of record for Allstate Insurance Company of Canada. Thornley Fallis Communications and Allstate completed their first major project together in May, when Allstate became the first insurance company to participate in Emergency Preparedness Week. Thornley Fallis will be responsible for Allstate's ongoing public relations efforts both online and offline. □ We are very impressed with the Thornley Fallis team; they presented us with some very strong and creative ideas, □ says Christianne Dostie, executive vice president, Allstate Insurance Company of Canada.

KANSAS CITY □ Following a review, Barkley has been named public relations agency of record for Giving Tree, which provides prepaid gift cards and donates 10 percent of the value to a cause of the recipient's choice. Barkley will provide strategic planning, media relations and social media as part of a national communications outreach set to launch in late 2009.

ATLANTA □ Trevelino/Keller Communications Group has added Paymetric to its technology practice. Formed in 1998 in Houston, Tex., and now headquartered in Atlanta, Paymetric is a global leader in integrated and secure enterprise payment acceptance solutions. Trevelino/Keller won the business after a competitive pitch and will focus on traditional media placement, analyst relations, conference and tradeshow strategies, speakers' bureau efforts and social media support for Paymetric.

NEW YORK □ Lou Hammond & Associates has added new clients including Crave Sydney, produced by Tourism New South Wales; Air Platinum Club, an exclusive members-only club that heralds a new concept in executive and leisure private air travel; and Mandarin Oriental,

Las Vegas, a 47-story, non-gaming property that will open in December.

SAN DIEGO □ OcumatRx, an early stage company that is developing a medical device that represents a new concept for the permanent treatment of patients with glaucoma, has selected Gable PR to handle its public, media and investor relations programs. The program will be managed by Tom Gable, CEO, and Liz Dill, account executive.

WOODLAND HILLS, CA □ Grassroots Motorsports, a motorsports enthusiast magazine dedicated to covering a variety of amateur motorsports, from autocrossing to rallying and racing, has engaged JMPR Public Relations to assist with its PR services and media relations initiatives. JMPR's PR campaigns for Grassroots Motorsports will focus on enhancing the magazine's overall brand and increasing its web traffic by leveraging the magazine's creative events and editorial, as well as its expertise in the hobby.

HOBOKEN, NJ □ Litzky Public Relations has been named agency of record for The Shred Sled, the first four-wheel inline dual-deck board. LPR has been retained to provide public relations counsel in 2009 in order to increase exposure for the Shred Sled brand and build the company's visibility as it launches nationwide.