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Formula to Launch Campaign for A.G. Spanos California Golf Tour

SAN DIEGO (August 10, 2005) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, has been selected by the A.G. Spanos California Tour to raise the golf tour's profile among select national and regional golf, sports and consumer media. Formula will launch an aggressive media relations and integrated promotions campaign that serves to build the profile and prestige of the tour among players and the golf industry, according to Michael Olguin, president of Formula.

“Our expertise creating brand awareness and excitement around high profile sporting events provided us the perfect background for the A.G. Spanos California Tour,” said Olguin. “As the A.G. Spanos Tour prepares for its third year, our program will help raise awareness and interest in the many talented players who are part of this top notch tour.”

Managed by the agency's Los Angeles-based sports division, Formula will outreach to national consumer, sports, and golf trade publications to provide the tournament with increased national brand recognition. Additionally, Formula will assist with cultivating sponsorships while also creating a tour e-newsletter aimed at increasing participation and interest from professional golfers.

“We're thrilled to work with Formula and look forward to implementing their public relations, promotions and brand-building programs in order to heighten visibility for the tour,” said Dr. Barry Ruhl, Executive Director of the A.G. Spanos California Tour. “Their strategy and proven success in the sports category made them a natural fit for the execution of our public relations campaign.”

The A.G. Spanos Tour is a developmental professional golf tour for players who aspire to compete on the PGA Tour. In addition to providing all-inclusive tournaments at top venues throughout California, the Tour offers professional golfers the best return for their investments by putting 100 percent of entry fees toward tournament purses (the only developmental tour in the country to do so).

About Formula

Formula is headquartered in San Diego and has additional offices in Los Angeles and New York. The company specializes in strategic public relations campaigns and is the developer of I-Smart™, a trademarked process for developing public relations and co-branding solutions. Formula represents a variety of clients, including Easton Sports, ESPN, Guitar Center, Alize, Newcastle Brown Ale, XaviX, SABIAN Cymbals, and the Turks & Caicos Tourism Board.

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