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FORMULA ANNOUNCES TWO PROMOTIONS IN ITS SPORTS AND ENTERTAINMENT DIVISION

SAN DIEGO (July 11, 2005) – Formula, a national public relations boutique agency with offices in San Diego, Los Angeles and New York, has promoted two staff members within the firm’s Los Angeles-based sports and entertainment division. Matt Draper has been promoted to senior account executive and Matthew “Logan” Dianella has been promoted to account executive, according to Michael Olguin, president.

“With the continued growth Formula has experienced, it is imperative for us to have smart individuals who are capable of getting results while continuing to challenge our clients with new and creative ideas,” said Olguin. “We are confident that these two men have the experience and talent needed to contribute to the ongoing success of our company.”

Matt Draper has been promoted to senior account executive as a result of his outstanding success on accounts such as Easton Baseball, Guitar Center, the John R. Wooden Award, and SBC Classic. In his new role, he will be responsible for driving client strategy, developing integrated programs, managing junior level staff, and spearheading Formula Street grassroots marketing strategies. Draper has been part of the Formula team since 2003.

Matthew “Logan” Dianella has been promoted to account executive. In his new position, Dianella will play a greater role servicing accounts, mentoring junior level staff and coordinating events for clients such as Newcastle Brown Ale, SABIAN Cymbals, Easton Hockey and XAVIX. Dianella joined the Formula team in 2004 after a stint at Lost Dog Communications.

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 Barbie, ConocoPhillips, Easton Sports, ESPN Deportes, Guitar Center, SABIAN Cymbals, XaviX, and Newcastle Brown Ale.

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