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FORMULA ANNOUNCES CHANGES TO ITS LA-BASED SPORTS AND ENTERTAINMENT DIVISION

SAN DIEGO (January 30, 2006) – Formula, a national public relations boutique agency with offices in San Diego, Los Angeles and New York, has promoted Katie Casey to account executive and hired Allison Mayer as an account coordinator in its Los Angeles office, according to Michael Olguin, president.

“We are thrilled to see Katie progress into her new role, and to have Allison join Formula LA’s talented team,” said Olguin. “Both Casey and Mayer will strengthen the sports and entertainment division and help the team to better serve Formula’s growing clientele by offering industry expertise and unmatched enthusiasm. These two outstanding team members provide Formula with amazing skills and will continue to make the agency stand out among others with its quality client service from knowledgeable and well-rounded staff.”

Katie Casey has been promoted to account executive as a result of her outstanding success acquiring extensive media coverage and managing grassroots marketing initiatives for clients such as ESPN Deportes, SABIAN Cymbals, A.G. Spanos Golf Tour, Newcastle Brown Ale, Sanyo and Sony Connect. In her new position, Casey is taking on a greater role managing accounts and junior level staff and is providing enhanced event management and creative strategy.

In her new role as account coordinator, **Allison Mayer** is responsible for providing media relations outreach, writing, and event coordination for accounts including Guitar Center, Newcastle Brown Ale and XaviX street teams. Prior to joining Formula, Mayer served on Weber Shandwick’s London-based consumer division. She also previously worked in the product placement division at Quicksilver. Mayer is currently pursuing her master’s degree in strategic public relations at the University of Southern California.

(more)

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, Turks and Caicos Tourism Board, XaviX, and Newcastle Brown Ale.

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