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FORMULA HIRES MICHAEL SILVIA TO LEAD NEW YORK-BASED LIFESTYLE DIVISION

SAN DIEGO (September 13, 2006) – Formula, a national public relations boutique agency with offices in San Diego, Los Angeles and New York, has hired Michael Silvia as vice president of the agency’s lifestyle division. Silvia brings more than a decade of public relations and marketing experience working with fashion and luxury brands to this important leadership position, according to Michael Olguin, president.

“Michael’s dynamic personality matched with his rich experience in public relations, specifically with lifestyle oriented clients, make him an exceptional fit for leading our lifestyle division,” said Olguin. “In addition, his skills in strategic planning and insights into fashion and luxury brands will serve as a vital asset to the agency as we look to grow and expand our portfolio. We are confident that Michael will thrive in Formula’s fast-paced environment and will be an excellent leader who delivers a wealth of knowledge and outstanding results for our national client base.”

As vice president, Silvia will be responsible for managing all staff and accounts at Formula’s New York office. His responsibilities include providing senior-level public relations counsel and creative program development, spearheading brand-building initiatives, and overseeing budget management while leading his teams in executing public relations campaigns for national brands such as Barbie, Kipling, International Male, N.O.A watches and Silhouettes.

Prior to joining the Formula team, Silvia served as the vice president of the lifestyle division at Evins Communications, Inc., where he directed public relations programs for fashion, luxury and jewelry clients such as Begg Scotland, Carla Amorim, Leica USA and TechnoMarine.

Before Evins Communications, Inc., Silvia worked for Tele-Press Associates, Inc. as an account director, and Bozell New York as an account supervisor.

Silvia holds a Bachelor of Arts degree in marketing/advertising from the Fashion Institute of Technology at the State University of New York.

About Formula

Formula was founded in 1992 as a national public relations boutique. The agency is headquartered in San Diego and has additional offices in Los Angeles and New York. Unlike traditional PR firms, Formula creates brand activation programs for clients utilizing a suite of integrated marketing services including media relations, grassroots/street teams, events, promotions, co-branding and Hollywood relations. The agency specializes in consumer, lifestyle, sports, entertainment, business, technology, and tourism/hospitality accounts. Current clients include Mattel Inc., ESPN, Newcastle Brown Ale, Guitar Center, ConocoPhillips, Kashi, Easton Sports, and the Turks & Caicos Tourism Board, among many others. For more information, please call (619) 234-0345 or visit www.formulapr.com.

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