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FORMULA WINS ABANDON INTERACTIVE ENTERTAINMENT ACCOUNT

National Public Relations Boutique Selected to Launch 'Freaky Creatures'

SAN DIEGO, Calif (September, 2007) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, has been retained by Abandon Interactive Entertainment to handle public relations efforts for the initial product launch of Freaky Creatures, an interactive multiplatform gaming initiative which incorporates toy collection, character customization, competitive gaming and online socializing into one in-depth experience, according to Michael Olguin, president of Formula.

“The national exposure that we generate for leading consumer technology and lifestyle brands such as V-MODA, Sanyo and Mattel was influential in Abandon Interactive Entertainment’s decision to retain Formula to launch Freaky Creatures,” said Olguin. “Freaky Creatures seeks to bridge the gap between the online interactive gaming space and the real world, and our experienced team will promote this unique platform to key media influencers.”

The Freaky Creatures account will be handled by Formula’s Los Angeles-based sports and entertainment division. The agency’s goal is to introduce “tween” boys and their parents to the Freaky Creatures brand and concept of collecting toy sets, customizing the creatures’ parts and powers, battling other creatures and socializing with fellow users in an interactive online universe. Formula will conduct aggressive media outreach to create pre-launch buzz, coordinate strategic viral and grassroots marketing efforts, and position top executives as industry experts with key business and trade media.

“Formula possesses an integral combination of out-of-the-box creativity and media relations knowledge, making the agency the perfect fit for us,” said Sarah Priga, vice president of marketing for Abandon Interactive Entertainment. “We look forward to leveraging the experience of Formula’s talented team to

successfully introduce Freaky Creatures' exciting new product to our core audiences.”

About Abandon Interactive Entertainment

Formed in 1998, Abandon Interactive Entertainment, formerly Abandon Mobile, owns or acquires valuable media content including film and television properties as well as revenue-producing online games. These products are then exploited via agreements with established media companies such as Miramax/Dimension Films, Columbia Pictures, Intermedia, AOL Time Warner, Vivendi Universal Interactive, and broadcast and cable networks. Abandon also boasts an exclusive worldwide partnership with NBC Sports to bring NBC Sports-branded games to mobile phones. Abandon Interactive Entertainment is affiliated with AE Capital Partners, LLC. For more information on Abandon and Freaky Creatures, visit www.abandonmobile.com and www.myfreakycreatures.com.

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 Deportes, Newcastle Brown Ale, 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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