



FOR IMMEDIATE RELEASE

CONTACT:  
Maria Amor  
Formula  
(619) 234-0345  
[amor@formulapr.com](mailto:amor@formulapr.com)

## **FORMULA WINS N.O.A. WATCHES PUBLIC RELATIONS ACCOUNT**

SAN DIEGO (July 25, 2005) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, has been selected by N.O.A. watches, a European luxury brand watchmaker, to launch an aggressive media relations program that will build brand awareness and increase exposure of the product, according to Michael Olguin, president of Formula.

“We are thrilled to have the opportunity to introduce this fashion-forward and upscale brand to the marketplace,” said Olguin. “N.O.A., which stands for ‘None Of the Above,’ has all the qualities necessary to become a must-have accessory among celebrities and high-end consumers. Our media relations strategy will position the Swiss-based company as a premier innovator and expert resource within the luxury jewelry space.”

Managed by the agency’s New York-based lifestyle division, Formula’s program will target consumer lifestyle and trade media to increase brand equity among target audiences. In addition to media outreach activities such as editor preview events, Formula will gain additional exposure and cachet for the brand through product placement and promotions with movies and television shows.

“Formula’s innovative strategies and experience in launching elegant lifestyle brands make the agency a perfect fit for the introducing N.O.A.’s line of watches,” said Ann Bialick, CEO of N.O.A. North America. “We are excited to be working with an agency that understands our objectives and can make our vision a reality.”

N.O.A. watches are a combination of chic Italian style and unparalleled Swiss watch-making expertise. Since its arrival in North America, N.O.A. has quickly developed a reputation of exclusivity and defined its place within the luxury watch category as a combination of fine contemporary, yet timeless design elements paired with artisan craftsmanship and precision.

### **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 Apparel, Guitar Center, Alizé, Newcastle Brown Ale, ESPN Deportes, SABIAN Cymbals, and the Turks & Caicos Tourism Board.

###