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PR Promotions: Formula, a San Diego-based public relations agency, has promoted Michelle Metter to vice president of the business technology and travel divisions. In her new position, Metter will develop new business in the business technology and travel and tourism industries. Formula has also promoted Rachel Kay to account executive in the company's consumer products and services division, and Maria Amor to assistant account executive in the business and technology division. The company, which specializes in strategic public relations campaigns, has hired Tara Fanning for the consumer products and services team.

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