



July 19, 2004

FOR IMMEDIATE RELEASE

Contact: Michelle Metter
Formula
(619) 234-0345
metter@formulapr.com

**DITAS MAURICIO HIRED AS VICE PRESIDENT FOR FORMULA'S
CONSUMER PRODUCTS AND SERVICES DIVISION IN SAN DIEGO**

SAN DIEGO – Formula, a rapidly growing public relations boutique with offices in San Diego, Los Angeles and New York, has hired Ditas Mauricio as vice president for its San Diego-based consumer products and services division, according to President Michael A. Olguin.

“We’re thrilled to have Ditas join us. Her experience managing large teams and driving public relations programs for recognizable brands will be very valuable,” said Olguin. “In addition, her contribution to helping her previous agency grow from 15 to 50 people during her tenure is exactly what we were looking for as we look to expand our business.”

In her new role, Mauricio will spearhead strategic programs to attract a strong stable of national clients as well as direct overall thinking for existing accounts such as ConocoPhillips, Harrah’s Rincon Casino & Resort, Waismann Institute, and Alizé Cognac. Additionally, as a member of senior management she will assist in developing growth initiatives with Olguin and other division leaders.

Prior to joining Formula, Mauricio was director of consumer and professional services at PAN Communications, which she joined in 1997. Her combined 12-year public relations agency

(more)

and corporate-side experience includes creating award-winning programs for national brands such as Rand McNally, Boston Acoustics and Cole-Haan, and regional companies such as Nantucket Nectars and New Boston Fund; directing regional media relations and crisis communications for Arthur Andersen; and serving as a corporate spokesperson for women's specialty retailer Talbots.

A Nashville native and recent transplant from New England, Mauricio received a bachelor of arts with honors from Trinity College in Hartford, CT, double majoring in English literature and East Asian studies.

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 Easton Sports, Prince Tennis, ESPN, Barbie Apparel, Guitar Center, Harrah's Rincon Casino, ConocoPhillips, Turks and Caicos Tourism Board, and Vertis Inc. To receive more information or schedule an interview, please call (619) 234-0345.

###