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FORMULA PINS “REALPROWRESTLING” FOR NATIONAL GRASSROOTS CAMPAIGN

SAN DIEGO, Calif. (March 22, 2005) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, has been selected by RealProWrestling, a new professional sports league featuring real Olympic-style wrestling, to launch an aggressive national grassroots campaign that will promote the league and its one-hour telecasts, according to Michael Olguin, president of Formula.

“Our experience utilizing street teams and guerilla marketing tactics to get brands in front of their core customers is perfectly suited for launching RealProWrestling,” said Olguin. “This is truly one of the nation’s most exciting new sports leagues and we are excited to be part of the organization’s strategic launch.”

Managed by the agency’s Los Angeles-based sports division, Formula will utilize street teams dubbed “Team Takedown” to distribute 750,000 TV pocket schedules at more than 100 sports events, including junior high school, high school and college wrestling tournaments around the country.

The RealProWrestling league consists of eight regional teams in seven different weight classes: New York Outrage, California Claw, Chicago Groove, Iowa Stalkers, Oklahoma Slam, Minnesota Freeze, Pennsylvania Hammer, and the Texas Shooters.

“Formula’s demonstrated success in activating brands through experiential marketing played a significant role in our decision to retain them for promoting RealProWrestling’s new professional league and its television debut,” said Chris Chickering, vice president of marketing for RealProWrestling. “We are confident that their program will generate interest in the league and drive viewers to tune in to our televised competitions.”

(more)

RealProWrestling will air on PAX TV each Sunday at 4-5 p.m. EST from March 27 to May 25 and re-air on FoxSportsNet every Wednesday at 3-4 p.m. EST for eight weeks beginning March 30.

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 Easton Sports, ESPN, Guitar Center, Alize, Newcastle Brown Ale, XaviX, SABIAN Cymbals, and the Turks & Caicos Tourism Board.

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