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FORMULA WINS AIRDRIVES™ ACCOUNT

National Public Relations Boutique Retained to Promote Hybrid Earphone Design

SAN DIEGO, Calif (July 18, 2007) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, announced today that it has been retained by AirDrives™, makers of innovative earphones for adults and children, to handle public relations efforts for the launch of AirDrives and AirDrives for Kids, the first products to use the company's proprietary InAir™ technology. The agency's goal is to create brand awareness through aggressive media relations and an integrated marketing campaign that will educate both consumers and retailers about the health and social benefits of AirDrives' unique outer-ear design, according to Michael Olguin, president of Formula.

“Our proven experience in activating consumer technology brands on a national level with brands such as XaviX, an interactive sports and fitness technology, and Mondo, an all-digital entertainment company, were key factors in AirDrives' hiring decision,” said Olguin. “AirDrives features a new hybrid earphone design that blends music with life's surroundings, enabling users to remain fully aware of their environment and eliminating the need to choose between music and social interaction. Our team will highlight this unique attribute to help introduce the brand to key media influencers.”

The AirDrives account will be managed by Formula's San Diego-based consumer products and services division. The agency's objective will be to generate an immediate buzz for AirDrives and AirDrives for Kids through a strategic public relations plan that includes aggressive media relations, tradeshow support and outreach to top-tier industry influencers.

“Formula will be a valuable extension of the AirDrives team during all of our launch efforts,” said Ken Wright, director of product development for AirDrives. “We selected Formula for its outstanding reputation and ability to jumpstart and brand and new product offerings in creative and non-traditional ways. The entire AirDrives team is confident that Formula will be successful in building credibility for our products among music enthusiasts.”

About InAir™ Technology

AirDrives™ hybrid, stereo earphones utilize the proprietary InAir™ Technology. For more information on this technology, please visit www.inairtechnology.com. In 2006, the InAir Technology was acquired by Mad Catz, Inc., (“Mad Catz”) whose parent company is a publicly-traded company listed on the American and Toronto Stock Exchanges (ticker symbol MCZ). Mad Catz is headquartered in San Diego, California. Patents pending.

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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