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FORMULA WINS ESPN ZONE ACCOUNT

National Public Relations Boutique Retained to Promote Sports and Dining Establishment with Local and National Programs

SAN DIEGO, Calif (April 17, 2007) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, has been retained by ESPN Zone, the nation’s premier sports dining and entertainment experience. Formula will be responsible for generating media exposure for all eight ESPN Zone locations as well as elevating brand awareness on a national level, according to Formula President Michael Olguin.

“Our vast experience representing established brands within the sports and entertainment sectors combined with our extensive success within the food and hospitality industries will serve as a solid backdrop for driving national and local visibility for ESPN Zone,” said Olguin. “Having worked with various ESPN properties including ESPN Deportes, ESPN Network and ‘Mike & Mike in the Morning,’ we are very much looking forward to adding the ESPN Zone brand to our portfolio.”

The ESPN Zone account will be managed by Formula’s Los Angeles-based sports and entertainment division. The agency’s goal is to elevate the ESPN Zone brand through a strategic public relations plan that includes media relations, event planning and a variety of grassroots marketing initiatives specific to each ESPN Zone location. Formula will also implement several national promotional events throughout the year in an effort to generate widespread exposure.

“Formula’s media relations savvy and creativity were key drivers in our decision to select them,” said Christine Baum, manager, marketing strategy. “We are confident in the team’s ability to raise our profile both regionally and nationally by promoting the ESPN Zone entertainment experience and our creative menu, ultimately driving visitation to ESPN Zone locations.”

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About ESPN Zone

ESPN Zone was created by Disney Regional Entertainment in 1998 to deliver the ultimate sports dining and entertainment experience. With a total of eight locations including Anaheim, Atlanta, Baltimore, Chicago, Denver, Las Vegas, New York and Washington D.C., ESPN Zone is represented in some of the nation's top sports and culinary markets. ESPN Zone features a variety of entertainment offerings including a complete arena of interactive games, a state-of-the-art sports viewing area that features a 16-foot big screen TV and multiple recliners, and a menu filled with American Fare favorites and delicious regional cuisine. For more information on locations, menu items, and scheduled events, visit www.espnzone.com.

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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