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FORMULA ANNOUNCES THREE NEW STAFF HIRES IN ITS SPORTS AND ENTERTAINMENT DIVISION

SAN DIEGO (April 1, 2005) – Formula, a national public relations boutique agency with offices in San Diego, Los Angeles and New York, has hired several new staff members at its Los Angeles office. The new additions will contribute to Formula's exceptional media and client relations for its sports and entertainment division, according to Michael Olguin, president.

“Our recent account wins of several national brands, including Guitar Center, ESPN Deportes and RealProWrestling, have created the opportunity to add new staff members to our existing team,” said Olguin. “The new hires are talented, intelligent and dedicated individuals with a drive to succeed. We are confident that they will contribute greatly to Formula's continued growth.”

Katie Casey has been named assistant account executive. In her new role, Casey will be responsible for media relations, writing and event management for clients including SABIAN Cymbals and Newcastle Brown Ale. Preceding her position at Formula, Casey handled publicity and promotions for TV programs including “The Osbournes” and “Jackass” as a corporate communications assistant for MTV Networks.

Sarah Nyznyk has been added as an account coordinator. She is tasked with assisting new projects, supporting media relations and coordinating event promotions for Real Pro Wrestling and Easton Sports accounts. Nyznyk graduated with a bachelor's degree in communications from the University of Colorado, Boulder, and gained event planning experience working for Boulder Community Events.

Jennifer de Broux has joined Formula as an account coordinator. Bilingual in Spanish and English, de Broux will play an active role outreaching to media, writing, and assisting with events coordination for accounts such as ESPN Deportes and Guitar Center. Prior to joining Formula, de Broux worked closely with sales and strategic development at Costco Wholesale, where she contributed to an increase in executive membership sales. De Broux graduated from San Diego State University with a bachelor's degree in communication.

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 Barbie, Conoco Phillips, Easton Sports, ESPN, Guitar Center, SABIAN Cymbals, XaviX, and Newcastle Brown Ale.