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SANI SPORT ENTRUSTS FORMULA AS ITS AGENCY OF RECORD

Agency to Tout Leader in Sports Equipment Sanitation among Athletes and Government Agencies

SAN DIEGO (May 6, 2010) – Sani Sport, the recognized leader in sports equipment sanitation machines, retained national boutique agency Formula as its agency of record. In its charge, the firm will conduct a strategic public relations program anchored by aggressive media relations to generate awareness of Sani Sport's groundbreaking technology that helps reduce the spread of infectious diseases among athletes.

“In recent years, we've seen professional and amateur athletes be assaulted by bacteria that can cause painful and difficult-to-treat infections. The hands-on contact and close proximity between players and inadequate personal hygiene can lead to these conditions, and that is exactly what our Sani Sport technology aims to combat,” said Steve Silver, president of Sani Sport. “As a company, we've grown tremendously since our launch in 2003, but we see a great growth opportunity fueled by our upcoming new product launches and the guidance of Formula's strategic PR plan.”

Formula's sports and entertainment division in Los Angeles will manage the Sani Sport PR program. Media relations efforts will be tailored to reach professional and amateur athletes, coaches and relevant government agencies, and in this way promote increased awareness of hygiene in the sports world.

“We're looking forward to leveraging our experience in the sports industry, specifically with Blackstone Sports and Easton, to position Sani Sport as a leader in sports sanitation technology and ultimately gain additional notoriety for the brand among its target audiences,” said Michael Olguin, president of Formula.

About Sani Sport

Founded in 2003, Sani Sport (www.sani-sport.com) is the first technology in the marketplace to address the health hazards found in protective sports equipment. Sani Sport is used by nine out of 10 organizations that treat, sanitize and clean their protective gear. The sanitization system is currently used by more than 75 professional sports teams, including the NFL and NHL, as well as military and defense organizations in more than 12 countries.

About Formula

Founded in 1992 by President Michael Olguin, Formula is a national public relations boutique with offices in New York, Los Angeles and San Diego. The progressive agency is committed to providing creative marketing solutions that yield bottom-line results for today's passion brands. Formula looks at the branding process as one driven not only by public relations, but also by marketing, brand activation, co-branding, promotions, social media, and other communications. The signature part of Formula's process is storytelling. By creating compelling brand stories, Formula provides a vehicle for clients to connect with target audiences on a level that truly resonates with them. Through this integrated approach, the agency can significantly impact a brand's sustainability and point-of-difference in the marketplace. Formula's practice areas include consumer, lifestyle, business, technology, sports, entertainment and travel. Formula's high-profile clients currently include Blackstone Sports, ESPN Zone, Easton, Newcastle Brown Ale and *cerveza* Tecate. For more information, visit www.formulapr.com.