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## **CRICKET<sup>®</sup> SELECTS FORMULA TO LAUNCH ITS FLAT-RATE WIRELESS SERVICE IN SAN DIEGO MARKET**

*Agency Tapped to Generate Local Buzz for Simple, Affordable Mobile Phone Service Bested 10 Top PR Firms*

SAN DIEGO (October 31, 2006) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, today announced the company has been retained by Cricket Communications, Inc., a leading provider of unlimited wireless service, to handle all PR efforts around the San Diego market launch of its flat-rate, unlimited service offerings. Following an exhaustive and highly competitive agency search that included 10 top-notch public relations firms, Formula was selected to develop and implement a comprehensive program focused on establishing brand awareness of Cricket with local consumers in order to grow market share, according to Michael Olguin, president of Formula.

“We have a long history in activating national consumer and technology brands in the marketplace, and we believe our proven track record was a key factor in Cricket’s decision,” said Olguin. “We look forward to executing a combination of media relations and community relations initiatives that connect San Diego residents with Cricket’s affordable, high-quality and unlimited wireless alternative.”

The Cricket account will be managed by the agency’s San Diego-based consumer products and services division. Formula’s program strategy is rooted in attention-grabbing launch promotions, extensive media outreach, and community relations activities including influencer meet-and-greets. The comprehensive campaign also includes brand building initiatives such as a speakers bureau, trade industry press relations and event sponsorships.

(more)

“Whenever we bring Cricket service into a new market, we conduct an extensive selection process to identify a PR partner that not only understands our brand but also can provide strategic insight into the local community to help raise our profile,” said Fernando Corona, area vice president for Cricket. “After a thorough review of agencies, we are confident Formula can deliver these key ingredients with passion and creativity to establish a strong presence for Cricket throughout the San Diego community.”

#### **About Cricket®**

Cricket is a simple, affordable mobile phone service offering customers and local businesses flat-rate, unlimited service over a high-quality, all-digital wireless network. Designed for customers under-served by traditional communications companies, Cricket is the pioneer of unlimited minutes with no long-term commitments or credit checks required. Cricket offers customers access to a variety of the latest handsets and feature-rich mobile applications such as unlimited text, instant and picture messaging, popular games, ringtones and wallpapers. For more information on Cricket, visit [www.mycrickethouston.com](http://www.mycrickethouston.com). Cricket is offered by Leap Wireless International, Inc., headquartered in San Diego, Calif. For more information on Leap, visit [www.leapwireless.com](http://www.leapwireless.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, Newcastle Brown Ale, Guitar Center, 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](http://www.formulapr.com).

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