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In Brief

[AirDrives taps Formula for new products launch](#)

Author: [Randi Schmelzer](#)

SAN DIEGO: AirDrives Hybrid Earphones has retained Formula to handle PR and marketing for the launch of AirDrives and AirDrives for Kids. The efforts, to be managed by Formula's San Diego-based consumer products and services division, will focus on building brand awareness and buzz through media relations, industry influencers, and tradeshow support.

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