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FORMULA WINS KARISMA HOTELS & RESORTS ACCOUNT
*National PR Boutique Selected to Promote Gourmet Inclusive Properties in Riviera
Maya, Mexico*

SAN DIEGO (Jan. 2, 2008) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, announced today that it has been retained by Karisma Marketing, LLC., to promote the company’s suite of Gourmet Inclusive resorts and hotels throughout Riviera Maya, Mexico. The agency was selected to build awareness in the United States and Canada for Karisma Hotels & Resorts through an aggressive national public relations campaign, according to Michael Olguin, president of Formula.

“Formula’s understanding of the highly-competitive travel industry, combined with our success in generating national exposure for clients, was a significant factor in Karisma’s decision to hire Formula,” said Olguin. “Karisma Hotels & Resorts appeal to both couples and families by combining exceptional food with quality service and endless activities, and our team will promote these unique properties to key media influencers.”

The Karisma Hotels & Resorts account will be managed by Formula’s San Diego-based travel division with support from its New York-based lifestyle division on promotions and co-branded programs. The agency’s program will work to educate the media on Karisma’s signature Gourmet Inclusive product and service offering as well as increase exposure of the brand among top-tier travel and lifestyle media. To accomplish this, Formula will implement a series of integrated marketing initiatives that include press trips, media tours, co-branding programs, contests and promotions.

“Formula has been tremendously successful within the travel industry and demonstrates a strong ability to develop and execute creative programs aligned with our company’s vision, which makes them an ideal partner,” said Mandy Chomat, vice president of sales and marketing for Karisma Hotels & Resorts. “As the brand continues its growth, we are confident that the Formula team will excel

in garnering exposure for our unique Gourmet Inclusive properties among our target audience — couples and families.”

About Karisma

Karisma Hotels and Resorts is a premier hotel collection operating properties throughout the Riviera Maya, Mexico, where guests savor a Gourmet Inclusive experience that fosters togetherness. Karisma's growing portfolio is comprised of Azul Beach Hotel by Karisma; El Dorado Royale, A Spa Resort by Karisma; El Dorado Seaside Suites by Karisma; and El Dorado Maroma, a Beachfront Resort, by Karisma. Properties have been honored with the industry's top accolades including *Condé Nast Traveler's* “Top 100 Hotels in the World,” *Forbes'* “Top 10 Most Romantic Hotels,” TUI Travel PLC’s “Top Hotel in the World,” and AAA’s “Four Diamond Award.” Karisma has received worldwide recognition for its creative approach to hospitality management and product innovations including resorts with swim-up suites, Infinity balcony pools, beach butlers and cash-free transactions. For reservations, please call 1-866-KARISMA or visit <http://www.karismahotels.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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