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## **KASHI COMPANY SELECTS FORMULA TO LAUNCH NATIONAL PUBLIC RELATIONS PROGRAM**

*Program To Raise Awareness of Kashi Brand and Drive Healthy Consumer Lifestyles*

SAN DIEGO, Calif. (March 20, 2006) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, has been selected by Kashi Company, the premier natural food brand, to launch a media relations and integrated marketing campaign that will educate consumers about the Kashi brand, according to Michael Olguin, president of Formula.

“We have maintained a strong track record of activating and building consumer brands, and we are thrilled to have the opportunity to work with Kashi, an innovator in the packaged goods category,” said Olguin. “We will leverage our expertise to increase awareness of Kashi by creating buzz for the brand and driving consumers to make a conscious effort to achieve optimal health, wellness and enhancement.”

The Kashi account will be managed by the agency’s San Diego-based consumer products and services division. Formula’s full-scale program will include aggressive national and regional media outreach to build Kashi’s “Day of Change” into a newsworthy event that will generate maximum exposure for the brand. This mobile marketing tour will be executed to help inform consumers about healthy habits and incite them to make a full-fledged commitment to a healthy way of life. Formula will also focus on establishing marketing partnerships and promotions aimed at attracting new Kashi customers and further establishing Kashi among its target audience.

“Kashi underwent an extensive selection process to ensure that we retained a firm that best understands our brand,” said David DeSouza, vice president, Marketing and Innovation. “We were extremely impressed with Formula’s creativity and strategic thinking and are confident that their innovative ideas will not only generate visibility for the brand, but also prove successful in continuing to build a strong connection between Kashi and its consumers.”

(more)

### **About Kashi Company**

Founded in 1984, Kashi is a company on a mission to redefine how people eat to achieve their best lives. As a pioneering health food brand, Kashi is dedicated to providing great tasting, healthy and innovative foods that enable people to achieve optimal health and wellness. Its products are natural, minimally processed, and free of highly refined sugars, artificial additives and preservatives. Kashi brands include: GOLEAN<sup>®</sup> cereals, bars, shakes and waffles; Kashi<sup>®</sup> Heart to Heart<sup>®</sup> cereal, instant oatmeal and waffles; Kashi<sup>®</sup> 7 Whole Grain Puffs, Honey Puffs, Nuggets and Flakes cereals; Kashi<sup>®</sup> Good Friends<sup>™</sup> and Kashi<sup>®</sup> Good Friends Cinna-Raisin Crunch<sup>™</sup> cereals; Kashi<sup>®</sup> TLC<sup>™</sup>, Tasty Little Crackers; Kashi<sup>®</sup> Chewy Granola Bars; Kashi<sup>®</sup> Pilaf, and Kashi<sup>®</sup> Organic Promise<sup>™</sup> cereals. For more information visit [www.kashi.com](http://www.kashi.com).

### **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<sup>™</sup>, a trademarked process for developing public relations and co-branding solutions. Formula represents a variety of clients, including Easton Sports, Guitar Center, ConocoPhillips, Newcastle Brown Ale, XaviX, Vertis, and the Turks & Caicos Tourism Board.

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