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FORMULA WINS V-MODA PUBLIC RELATIONS ACCOUNT

Los Angeles-Based Team to Execute Comprehensive Brand Awareness Campaign for Music-Lifestyle Company

SAN DIEGO (November 27, 2006) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, has been retained by V-Moda, a Hollywood-based designer and marketer of innovative music-inspired products, to manage an extensive media relations and brand-building campaign. The agency's goal is to position V-Moda as the leader in stylish, technologically advanced earphones, according to Michael Olguin, president of Formula.

“Formula has extensive experience in activating a variety of consumer products on a national level, and we believe our proven track record was a key factor in V-Moda’s hiring decision,” Olguin said. “V-Moda combines high-style and sophisticated technology to create stylish earphones with impeccable sound quality, and our team will leverage these unique attributes to help raise the profile of the brand.”

The V-Moda account will be managed by Formula’s Los Angeles office. The agency’s strategic PR program includes aggressive media relations outreach for existing and new product lines as well as trade show media relations support to build exposure for V-Moda’s brand among industry influencers. In addition, to raise the profile of V-Moda’s products among trendsetters, the team will employ key integrated marketing tactics including celebrity seeding and national promotions.

“Formula will play a vital role in generating positive recognition and building credibility for V-Moda among gadget gurus, audio enthusiasts and fashion-forward, tech-savvy consumers across the country,” said Val Kolton, CEO of V-Moda. “We selected Formula for its outstanding reputation and success with launching new products in creative and non-traditional ways. We’re confident that V-Moda’s launch campaign will be no exception.”

(more)

About V-Moda

V-Moda is a music lifestyle brand based in Hollywood, Calif. The company designs and markets innovative products that combine high-fashion and high-function, while paying homage to a rock-and-roll and house music lifestyle. The Modaphone Hearwear Collection is the first in a series of music-inspired products, apparel and DJ complications to be unveiled. Founder Val Kolton, together with designer Joseph Bucknall, leads the innovation and creative nucleus responsible for transforming the music lifestyle vision into an inspired reality. More information about V-Moda and its progressive products can be found at www.v-moda.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.

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