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FORMULA WINS PLUM ORGANICS ACCOUNT

National Public Relations Boutique Selected to Promote Organic Foods for Babies

SAN DIEGO, Calif. (October, 2007) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, has been retained by Plum Organics to manage public relations efforts for the organic baby food maker's expanding product line, according to Michael Olguin, president of Formula.

“Formula’s proven ability to plan and execute targeted programs that generate national media coverage and strong consumer awareness for natural food brands including Kashi Company and FruitaBü Organic Smoooshed Fruit played a key role in Plum Organics’ decision to retain our services,” said Olguin. “Our strategic approach will serve to raise the brand’s profile and help to build a loyal consumer following by communicating Plum Organics’ fundamental nutritional messages to key media influencers.”

Formula’s New York-based lifestyle division will handle the Plum Organics account. The agency’s goal is to generate immediate buzz through a combination of aggressive media relations and an integrated marketing campaign aimed at educating moms and expectant mothers about the benefits of integrating organic, preservative-free foods into their baby’s diet as early as possible. Formula will also identify speaking opportunities to position Plum Organics’ founder and CEO, Gigi Lee Chang, as an industry expert.

“We are confident that Formula will successfully leverage the talent of its team to take our comprehensive line of organic baby foods to the next level. They are smart, creative and understand what it takes to build a brand,” said Lee Chang. “Formula’s ability to craft innovative and customized campaigns made them the ideal agency for us.”

About Plum Organics

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Founded in 2005 by mom and entrepreneur Gigi Lee Chang, Plum Organics is the leading frozen organic baby food brand in the nation. The brand offers health-conscious parents 12 USDA-certified organic fruit, vegetable and protein-based flavors in Stages One (six-plus months), Two (nine-plus months) and Three (12-plus months). Made from the highest-quality organic ingredients and flash frozen to preserve flavor, nutrients and texture, Plum Organics' two-packs of convenient 4-oz. servings are available nationwide at Whole Foods, Wild Oats, Wegman's and grocery retailers for an average retail price of \$3.49 to \$3.99. For more information, please visit www.PlumOrganics.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 Zone, 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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