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**ROAD RUNNER SPORTS SELECTS FORMULA TO  
EXECUTE GRAND OPENING CELEBRATIONS**

*Boutique Agency Retained for Event Planning and Promotion of 40-50  
Expected New Store Openings by 2008*

SAN DIEGO (September 20, 2006) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, has been retained by Road Runner Sports, the world’s largest specialty running resource, to plan and execute grand opening events. The firm will execute key grand opening elements including targeted outreach to celebrity athletes, running clubs and local media outlets as part of a comprehensive effort to drive attendance to the new locations and raise awareness for the company’s aggressive retail expansion, according to Michael Olguin, president of Formula.

“Over the years, we have gained significant experience creating exciting event and integrated marketing programs for clients in the sports and retail sectors, making Formula the perfect public relations partner for Road Runner Sports,” said Olguin. “We’re confident that this campaign will generate excitement for the new retail locations and build awareness among running enthusiasts as Road Runner Sports expands beyond cataloging to become a major player in the Southern California athletic retail marketplace.”

Managed by Formula LA, the strategic campaign will consist of grand opening event planning and execution, including aggressive outreach to local running groups and securing prominent celebrity running enthusiasts to make guest appearances. Local media relations efforts will also be incorporated into grand opening event plans in an effort to generate buzz for Road Runner Sports’ new retail locations, with 40 to 50 new stores expected to open by 2008.

“Road Runner Sports is very excited about our growth plans as we celebrate the opening of approximately four new retail locations this year in partnership with an agency that not only understands our customer, but also how vital it is to make a memorable splash when entering each new market,” said Danae Brooker, Director of Marketing for Road Runner

Sports. “We are confident that Formula’s experience in event planning and experiential marketing along with the agency’s ability to secure top-tier media coverage for all of its clients, will help us achieve our goal to provide current and prospective customers with high-quality fitness products that will give them the best fitness experience possible.”

### **About Road Runner Sports**

Road Runner Sports is the leading resource for people who run. The retailer, known for its huge selection, sells a wide range of running shoes and high-performance running gear, selected and designed with the runner in mind. Road Runner Sports is also known for providing a superior customer experience that helps the customer feel great about running by providing expert care, advice and information on shoe fit, product knowledge and how to get the most out of running. As a running partner, Road Runner Sports gets runners of all levels and experience in the right gear and helps them run injury free. Products are sold online, through a specially designed catalog and currently at four retail stores along the west coast, with more stores to open nationally in the future. In business since 1983, Road Runner Sports is headquartered in San Diego, California. [www.roadrunnersports.com](http://www.roadrunnersports.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](http://www.formulapr.com).

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