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ROY'S RESTAURANT SELECTS FORMULA TO BUILD BUZZ AROUND SPECIAL SUMMER PROMOTION

Agency to Promote 'L.A. Ohana Tour,' Opportunity for Consumers to Meet with Founder in Hawaii

SAN DIEGO (June 17, 2010) – Roy's, the internationally-renowned Hawaiian Fusion® Cuisine restaurant, has retained national boutique agency Formula to help promote its "L.A. Ohana Tour." The restaurant's initiative gives customers the chance to win a trip to Hawaii and a personal dinner with founder Roy Yamaguchi by visiting three of Roy's five Southern California locations this summer.

"The combination of Formula's knowledge of the restaurant space, paired with its close relationship with various consumer and food clients, convinced us that the agency is a perfect fit for this particular project," said Leiala Whattoff, vice president of training and development at Roy's. "In order to bring customers into our Southern California restaurants and increase participation in our 'L.A. Ohana Tour' promotion, we understand the importance of engaging both traditional and social media to help us give a lucky consumer the opportunity to travel to Hawaii this summer and experience the Aloha spirit."

Formula's Los Angeles-based division will leverage its expertise in the restaurant, food and beverage, and entertainment industries to manage Roy's PR campaign. Specifically, the agency will support Roy's radio, online and mobile initiatives surrounding the "L.A. Ohana Tour," developed by the brand's advertising agency G&M Plumbing. The aggressive media relations and social media program is aimed at generating consumer awareness of the promotion, driving traffic to the Southern California locations, and ultimately building Roy's brand.

"An effective way for a brand to engage with its consumers is to launch sweepstakes and contests that not only offer participants the opportunity to win prizes, but also provide a platform on which they can maintain a two-way dialogue with them," said Michael Olguin, president of Formula.

About Roy's

In Hawaii, there are two things of equal importance—food and the "aloha" spirit. The blending of these two dynamic principles is how Roy's Hawaiian Fusion® Cuisine was born. European techniques and Asian cuisine meet Hawaiian hospitality to create a fine dining experience. In 1988, James Beard Award-winner Roy Yamaguchi opened the first Roy's in Honolulu, Hawaii. Today there are more than 33 Roy's locations around the world—25 in the continental U.S., six in Hawaii, one in Japan and one in Guam. The restaurant was designed around a unique experience through spacious dining rooms, an expansive lounge and Roy's signature exhibition kitchen in full view.

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About Formula

Founded in 1992 by President Michael Olguin, Formula is a national public relations boutique with offices in New York, Los Angeles and San Diego. The progressive agency is committed to providing creative marketing solutions that yield bottom-line results for today's passion brands. Formula looks at the branding process as one driven not only by public relations, but also by marketing, brand activation, co-branding, promotions, social media, and other communications. The signature part of Formula's process is storytelling. By creating compelling brand stories, Formula provides a vehicle for clients to connect with target audiences on a level that truly resonates with them. Through this integrated approach, the agency can significantly impact a brand's sustainability and point-of-difference in the marketplace. Formula's practice areas include consumer, lifestyle, business, technology, sports, entertainment and travel. Formula's high-profile clients currently include ESPN Zone, Tribe Hummus, Newcastle Brown Ale and Kashi. For more information, visit www.formulapr.com.

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