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## **SHURE INCORPORATED SELECTS FORMULA AS ITS AGENCY OF RECORD**

*National Boutique Agency Pegged as Strategic Partner during Competitive Review*

SAN DIEGO (Aug. 30, 2011) – [Formula](#) announced today that [Shure Incorporated](#), the world's leading manufacturer of microphones and audio electronics, has retained the national boutique as its agency of record following a competitive review. The firm is charged with raising the brand's profile through a comprehensive public relations program including an aggressive media relations campaign, social media strategy and execution, awards program and trade show support.

“We selected Formula based on its creative ideas, rich experience and acute understanding of the pro audio and consumer electronics space,” said Terri Hartman, marketing communications director, Shure Incorporated. “We are confident we have chosen a creative, dynamic partner that will deliver fresh thinking, solid strategic counsel and serious results.”

The account will be managed by Formula's business and technology division located in San Diego. The team brings extensive experience in the pro audio and consumer electronics space having represented brands such as [Avid](#) (Digidesign and M-Audio); [Guitar Center](#); [Numark](#); [Alesis](#); [Akai](#); [Ion Audio](#); [DTS, Inc.](#); [Sanyo](#); [SABIAN](#); [mophie](#); and [V-Moda](#).

Formula's public relations program will specifically target professional and aspiring musicians, live sound and studio engineers, systems integrators, sound contractors and music consumers across all age groups, with a particular emphasis on the Gen Y demographic.

“Formula seeks to work with brands that have interesting stories to tell and unique products to back them up,” said Michael Olguin, president of Formula. “With Shure, we can hit the ground running to gain instant traction for the brand and we look forward to leveraging our relationships in this space to drive Shure's public relations initiatives forward.”

### **About Shure Incorporated**

Founded in 1925, Shure Incorporated ([www.shure.com](http://www.shure.com)) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the Company has designed and produced many high-quality professional and consumer audio products that have

become legendary for performance, reliability and value. Shure's diverse product line includes world-class wired microphones, wireless microphones and in-ear personal monitor systems, headphones for performers, presenters and recordists, award-winning earphones and headsets for use with MP3 players and smart phones, and top-rated phonograph cartridges for professional DJs. Today, Shure products are the first choice whenever audio performance is a top priority.

Shure Incorporated's corporate headquarters is located in Niles, Ill. The Company has additional manufacturing facilities and regional sales offices in China, Germany, Hong Kong, Japan, Mexico, The United Kingdom, the Netherlands, Denmark, and the United States.

### **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 Behr, Belkin, Kashi, Tribe Hummus, Honest Tea and Victorinox Swiss Army. For more information, visit [www.formulapr.com](http://www.formulapr.com).

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