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## **FORMULA WINS SUMIT DIAMOND PR ACCOUNT**

*New York-Based Lifestyle Division to Launch Aggressive Brand Awareness Campaign*

SAN DIEGO, Calif. (April 12, 2006) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, has been retained by Sumit Diamond Corporation, a leading diamond industry designer, manufacturer and wholesaler. As its agency of record, Formula will launch a cutting-edge public relations campaign aimed at raising the company’s profile within the industry and garnering heightened brand awareness among consumers and the diamond industry, according to Michael Olguin, president of Formula.

“Our expertise in creating successful strategies and proven results in the luxury products sector make us an ideal partner for Sumit,” said Olguin. “We are confident that our public relations program will generate broad exposure and excitement for the brand, especially since so few diamond companies are marketing their brands effectively.”

Managed by the agency’s New York-based lifestyle division, the comprehensive campaign will include aggressive media relations outreach to garner publicity and establish brand recognition among consumers for its product lines: Pure Love® and Reflections of Love™. Additionally, Formula will develop and execute various consumer promotions to increase brand equity, and will raise Sumit’s profile in the industry through trade media coverage and trade show participation.

“We selected Formula based on their innovative approach; the agency clearly understands the essence of Sumit Diamond Corporation and impressed us with their knowledge of the category and the success they have experienced with other luxury goods,” said Ken Fogel, lead designer of Sumit Diamond Corporation.

(more)

### **About Sumit Diamond Corporation**

Sumit Diamond Corporation is a leading innovator of design-driven diamond jewelry that is both high-quality and reasonably priced. In addition to featuring a number of signature lines including Reflections of Love™, Pure Love® and Tru-tension™, the Sumit Diamond Corporation collection includes Royal Platinum™, an exclusive, patent pending blend of platinum and palladium, two of the rarest and most desirable platinum group metals available. Sumit Diamond Corporation designs are available at leading retailers such as Fred Meyer/Littman Jewelers and Friedman's, among others.

### **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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