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FORMULA WINS NEWCASTLE BROWN ALE ACCOUNT

*Subsidiary of UK's Biggest Brewer Seeks to Bolster American Consumer Awareness
Through National Public Relations Campaign*

SAN DIEGO, Calif. (January 26, 2005) – Scottish and Newcastle Importers Co. has selected Formula to launch the 2005 public relations campaign for Newcastle Brown Ale, one of America's fastest growing imported beers. Formula's Los Angeles-based sports and entertainment division, which implemented Newcastle's "The Best of Both Worlds" promotional campaign this year, will manage the campaign, according to Michael A. Olguin, president.

"We have developed an integrated public relations program designed to increase public awareness, build brand identity and reach new demographics," said Olguin. "To reach these goals we will initiate broad-sweeping media relations, event sponsorships, and co-branding partnerships as well as grassroots sampling programs designed to attract new consumers."

"Having recently had the opportunity to work with Formula on our 'Best of Both Worlds' promotional campaign we have seen first-hand how their strategic planning and creative thinking produce results," said Bill Wetmore, Marketing Director of Scottish and Newcastle Importers Co. "We are certain our partnership with them in this overarching campaign will enhance brand image and consumer response among new markets as well as drive sales to the core consumers that have made Newcastle Brown Ale one of the most popular imported beers."

(more)

About Formula

Formula is headquartered in San Diego and has additional offices in Los Angeles and New York. The company specializes in strategic public relations campaigns and is the developer of I-Smart™, a trademarked process for developing public relations and co-branding solutions. Formula represents a variety of clients, including Easton Sports, Newcastle Brown Ale, ESPN, Mattel, Guitar Center, Spirit Cruises, Conoco Phillips, Sabian Cymbals, Turks and Caicos Tourism Board, and Vertis, Inc.

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