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FORMULA SELECTED BY SSD COMPANY LIMITED FOR U.S. LAUNCH OF XAVIX[®] INTERACTIVE TECHNOLOGY PLATFORM

SAN DIEGO, Calif. (October 01, 2004) – Formula has been selected by SSD COMPANY LIMITED, a privately held Japanese corporation that has developed over 100 popular consumer products, to develop a comprehensive public relations program for the U.S. launch of the XaviX[®] interactive and technology platform and its line of interactive sports games, XaviXGames[™].

"While SSD COMPANY LIMITED and XaviX powered products have a strong presence in the Japanese market, they are just launching the brand here in the States," said Michael Olguin, president of Formula. "Our integrated public relations and marketing program will not only put XaviX on the map, it will also employ creative methods for putting the product in consumer's hands, thereby building a groundswell of excitement to drive product sales."

Formula's program will focus on positioning SSD as a technology leader while branding the XaviX products through extensive national and regional media relations, grassroots street team promotions, product sampling, co-branding, product placement, and securing sponsorship opportunities.

The first phase of the XaviX launch focuses on three interactive sports titles: XaviXBaseball[™], XaviXTennis[™] and XaviXBowling[™] with additional titles planned in 2005 in the home, fitness and education categories. The XaviX system utilizes motion sensors that detect the speed and direction of players' motions, like the swinging of a baseball bat or tennis racquet, and relay them to the television to allow players to reap many of the same physical benefits of playing the sport in the comfort of their home.

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“Formula’s experience in developing successful strategies for consumer product launches made them the perfect fit to introduce XaviX in the United States,” said Rachel Woodland, project lead for marketing and research, SSD COMPANY LIMITED. “Their creative thinking and ability to implement results-driven programs has proven vital as we work to develop and promote the XaviX brand.”

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, ESPN, Barbie Apparel, Guitar Center, Harrah’s Rincon Casino & Resort, ConocoPhillips, Turks & Caicos Tourism Board, and Vertis Inc. To receive more information or schedule an interview, call (619) 234-0345.

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