



## P R E S S   R E L E A S E

### **For Immediate Release:**

Media Contact:  
Rich Miller  
303-454-8888, x115  
rmiller@goadrenalin.com

Company Contact:  
David Smrek  
303-454-8888, x110  
dsmrek@goadrenalin.com

### **ADRENALIN, INC. NAMES BRYAN KIMBELL AS DIRECTOR, ACCOUNTS AND BUSINESS DEVELOPMENT**

**Denver, Colo.** – May 15, 2007 – Adrenalin, Inc. ([www.goadrenalin.com](http://www.goadrenalin.com)), The Brand Expansion Team for sports organizations, announced today that Bryan Kimbell has joined the company as Director, Accounts and Business Development. In this role, Kimbell will work directly with new and existing clients to ensure a clear and cohesive experience when working with Adrenalin. He will also assist with developing new business relationships for Adrenalin.

“Bryan has a very strong track record of leading successful revenue generation initiatives for sports and consumer organizations, and that experience will be a great asset for Adrenalin’s clients,” said Dave Smrek, principal at Adrenalin. “His work in managing sponsorship programs is particularly noteworthy, as this experience speaks to his ability to strategically create win-win situations.”

Bryan Kimbell brings in-depth experience in sponsorships, strategic partnerships and creative solutions to the Adrenalin team. Prior to joining Adrenalin, Kimbell worked for leading sports organizations including Kroenke Sports Enterprises and Team Championships International where he managed all sponsorship relationships for the Hoop It Up 3on3 Basketball Tour, Kick-It 3v3 Soccer Tour and the Let It Fly 4on4 Flag Football Tour.

Bryan holds a Masters in Management, specializing in Sports Management and Values-Based Leadership from the Daniels College of Business at the University of Denver.

#### **About Adrenalin, Inc.**

Founded in 1997, Adrenalin is a full-service branding, marketing & design agency that specializes in supporting the brand-expansion goals of sports organizations around the world. Adrenalin develops, expands and differentiates the brands with a single goal – to drive revenue for sports organizations. Adrenalin’s integrated brand expansion services include strategic planning, campaign development, logo design, collateral materials creation, advertising direction, multimedia design, sponsorships and other services. For more information about Adrenalin, visit [goadrenalin.com](http://goadrenalin.com).

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