



P R E S S R E L E A S E

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ADRENALIN, INC. LEADS BRAND EXPANSION INITIATIVE FOR GENERALSPO RTS VENUE (GSV), THE SPECIALIST IN SPORTS VENUE DEVELOPMENT

Denver, Colo. – June 23, 2006 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team for sports organizations, today announced that the company has completed a major branding initiative for GeneralSports Venue (www.generalsportsvvenue.com). The project, which included development of the company's new corporate identity, repositions the company's brand to reflect an expansion of GSV's strategic focus, which has grown to include facility consulting, construction management, owner representation and turnkey development.

Based in Rochester, Michigan and with executive offices in Raleigh, North Carolina, GSV specializes in turnkey sports venue solutions for small and mid-sized colleges, high schools and municipalities. Leveraging the collective experience of its management team, GSV's professional services include project development, estimating, construction, finance, revenue generation, program management and operations for sports venues. GSV's new corporate identity is designed to reflect the company's dedication to providing a level of expertise and an integrated set of services that is unique in the sports venue marketplace.

"GeneralSports Venue's strategic focus has grown considerably in response to demand for its expertise in a wide range of venue development services, and that broader focus made it important to review and expand the company's corporate brand," said Daniel Price, President of Adrenalin. "GSV's new brand not only reflects the company's emerging strategic focus, but it also reflects GSV's pioneering position in a new industry category: diversified sports venue development for customers with projects in the seven-figure range. GeneralSports Venue understands the power that a strong brand has in supporting a company's business strategy and marketing goals, and it has been a rewarding experience working with the GSV team to make this branding initiative a success."

"GSV has experienced tremendous growth over the past three years, and this branding process with Adrenalin helps to ensure that our corporate brand reflects not only who we are today but also where we are going as a company in the future," said Jon Pritchett, CEO of GSV. "Adrenalin's extensive sports branding expertise has been a great asset during this process, ensuring that our corporate brand not only addresses our expanded

strategic focus but also reflects the culture of our company and our commitment to serving the growing sports venue development needs of our customers.”

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.

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