



## PRESS RELEASE

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### **ADRENALIN, INC. CEO & PRINCIPAL DANIEL PRICE JOINS DENVER CHAPTER STEERING COMMITTEE OF THE NATIONAL SPORTS MARKETING NETWORK**

**Denver, Colo.** – May 7, 2007 – Adrenalin, Inc. ([www.goadrenalin.com](http://www.goadrenalin.com)), The Brand Expansion Team for sports organizations, announced today that its CEO and Principal, Daniel Price, will join the Denver Chapter Steering Committee of the National Sports Marketing Network ([www.sportsmarketingnetwork.com](http://www.sportsmarketingnetwork.com)), the trade association for sports business professionals in the United States, including top newsmakers such as league commissioners, network executives, agency presidents and corporate executives.

"I am proud to join the Denver Chapter Steering Committee, which includes many of the most influential people in Denver sports," said Daniel Price. "This National Sports Marketing Network makes significant contributions to professionals in the sports industry, and I am particularly excited about supporting the planning process for the professional development events we host in Colorado. The Denver Chapter has always done a great job of bringing quality speakers to present to our members, and I look forward to helping make our programming outstanding once again this year."

In addition to serving on the Denver Chapter Steering Committee of the National Sports Marketing Network, Daniel Price is also a member of the Board of Directors of Bicycle Colorado ([www.BicycleColorado.org](http://www.BicycleColorado.org)).

For more information about the Denver Chapter and for a list of other members of the Denver Chapter Steering Committee, visit <http://www.sportsmarketingnetwork.com/chapters/denver.shtml>.

#### **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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