



## PRESS RELEASE

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### **ADRENALIN, INC. LEADS “DEMAND THE MOUNTAIN” FAN AWARENESS CAMPAIGN FOR THE MTN. MOUNTAIN WEST SPORTS NETWORK**

*Adrenalin-led Campaign Aims to Expand Fans' Access to the Mountain West Conference Sports Television Network*

**Denver, Colo.** – September 13, 2007 – Adrenalin, Inc. ([www.goadrenalin.com](http://www.goadrenalin.com)), The Brand Expansion Team for sports organizations, is leading a large-scale fan awareness campaign for “The Mountain” – The Mtn. - Mountain West Conference Sports Network. The “Demand the Mountain” campaign is aimed at expanding fans’ access to the television network’s coverage of 19 collegiate sports, including football games featuring all nine universities in the Mountain West Conference. The Mtn. ([themtn.cstv.com](http://themtn.cstv.com)) will feature 30 Mountain West Conference football games during the 2007 season, and the awareness campaign designed and executed by Adrenalin celebrates fans’ excitement about the new football season while also educating fans about how to get access to the network if their television service provider does not yet carry it.

“A sports network that is dedicated to Mountain West Sports has tremendous value for fans of the Mountain West Conference, so many of whom want in-depth, year-round coverage of their favorite Mountain West Conference sports teams. Unfortunately, not every television provider currently carries The Mtn., which is very frustrating to many MWC sports fans, especially now that the football season is underway and fans want to be able to watch their team or conference games each week. The ‘Demand the Mountain’ campaign is designed to arm fans with information about who to contact to request access to the network,” said Dan Price, president of Adrenalin.

The “Demand the Mountain” campaign includes:

- 74 television ads customized for specific schools and markets informing customers of DirectTV, Dish Network and certain local cable networks about how to request the Mountain West Conference sports network;
- A series of radio commercials featuring Mountain West Conference sports legends Ty Detmer and Alex Smith alerting fans about how to contact their television service providers if they do not currently have access to The Mtn.;
- A series of print advertisements in newspapers in Mountain West Conference markets;

- And Web advertising on numerous online sites frequented by fans of Mountain West Conference football and athletics.

“We were so thrilled with the work that Adrenalin did for us and in such a short amount of time. Getting the message out quickly was imperative and Adrenalin worked tirelessly with us to achieve our goals. Thank you Adrenalin for helping us get our message out!” said vice president and general manager Kim Carver.

To learn more about “The Mountain” and how to get access to The Mtn. network programming, visit <http://themtn.cstv.com/>.

#### **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).

#### **About the Mountain West Sports Network**

The Mtn. Mountain West Sports Network is the first network completely dedicated to a college athletic conference, the Division I Mountain West Conference (MWC). The Mtn., which debuted September 1, 2006 on the eve of the 2006 collegiate football season, brings viewers Mountain West Conference (MWC) athletics across multiple sports. In the 2006-2007 season, the network covered 165 live games and more than 6,300 hours of programming, including conference championships, men's and women's Olympic sports, coaches shows, pre- and post-game analysis and live press conferences.

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