



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

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ADRENALIN, INC. AND USA HOCKEY UNVEIL NEW LOGO FOR U.S. HOCKEY HALL OF FAME

Denver, Colo. – September 17, 2007 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team for sports organizations, and USA Hockey have unveiled a new logo for the U.S. Hockey Hall of Fame. The logo was designed by Adrenalin in cooperation with USA Hockey, and will formally debut at the U.S. Hockey Fall of Fame Weekend in Grand Forks, North Dakota on October 12-13.

“This logo gives a fresh face to an extremely important entity associated with hockey in our country,” said Dave Ogreaan, Executive Director of USA Hockey. “Adrenalin is among the elite when it comes to brand identity and we were pleased to work with them on this project.”

“In the world of sports there are those that define their sport, and through great accomplishments separate themselves from the crowd. Adrenalin was pleased to be involved in the logo development that recognizes these athletes in a sport rich in tradition and class,” said Daniel S. Price, Principal and President of Adrenalin.

The U.S. Hockey Hall of Fame weekend features an induction ceremony and dinner on October 12 to recognize the 2007 inductees to the Hall of Fame: Aaron Broten, Bobby Carpenter, John MacInnes and John Vanbiesbrouck. On October 13, defending national champion Michigan State will take on host North Dakota at 7 p.m. in the U.S. Hockey Hall of Fame Game at the Ralph Engelstad Arena.

The U.S. Hockey Hall of Fame recognizes those who have contributed greatly to the game of hockey in the United States through their accomplishments on the ice, their sportsmanship, their character, their contributions to their team(s) or organization(s). All inductees to the Hall of Fame have distinguished themselves by exceptional performance and outstanding character reflecting favorably upon the game of hockey.

For more information about USA Hockey and the U.S. Hockey Hall of Fame Weekend, visit www.usahockey.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.

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