



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

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USA WATER POLO SELECTS ADRENALIN, INC. AS BRAND STRATEGIST

*Adrenalin to Lead Comprehensive Update of the Organization's
Brand and Marketing Strategy*

Denver, Colo. and Huntington Beach, Calif. – June 15, 2007 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team for sports organizations, has been selected by Huntington Beach-based USA Water Polo to serve as the organization's brand strategist and to oversee a number of major branding and marketing initiatives that will benefit current members and help to grow the sport nationally.

"One of Adrenalin's key responsibilities will be to develop an updated brand and organizational identity for USA Water Polo that reflects its forward momentum as an organization and the growing popularity of its sport," said Dan Price, president of Adrenalin. "We will develop a comprehensive suite of branding and communications tools that will serve as a centerpiece of USA Water Polo's communications to members and to the public."

"We were impressed by Adrenalin's strong combination of experience with other National Governing Bodies (NGBs) and creative design work that really stands out," said Keith Walker, Director of Marketing and Communications for USA Water Polo. "Adrenalin supports our effort to leverage the unique and appealing characteristics of water polo and its athletes."

Adrenalin's responsibilities in this comprehensive branding and marketing effort for USA Water Polo will include providing strategic counsel regarding overall brand identity, leading the creative process for design of a new logo package and suite of branding elements, and developing communications tools that support the branding strategy. Adrenalin will also implement this brand strategy across the entire organization by creating updated organizational materials, sponsorship materials, Web site content, a new organizational publication and much more.

Dan Price added: "We are looking forward to helping ensure that USA Water Polo's branding and marketing efforts are successfully aligned with its organizational goals. USA Water Polo has a strong, forward-looking plan for how it wants to grow its organization, grow its sport and serve its members, and the branding and marketing initiatives Adrenalin will lead will play a critical role in achieving those high level goals."

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.

About USA Water Polo

USA Water Polo, Inc. is a not-for-profit corporation and is the national governing body for the sport of water polo in the United States under the auspices of the United States Olympic Committee (USOC). The mission of USA Water Polo is to grow the sport of water polo throughout the United States and win gold medals in Olympic, World Championship, and Pan American Games.

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