


 PRESS RELEASE

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**ADRENALIN, INC. ANNOUNCES ACQUISITION OF SPORTS MARKETING FIRM;
 EXPANDS SERVICES; CHANGES CORPORATE NAME**

*Adrenalin Expands Services to Offer Comprehensive Brand Building Services
 for Sports Organizations*

Denver, CO – May 11, 2005 – Adrenalin, Inc. (formerly Adrenalin Design Group) today announced that the company has acquired the sports marketing firm Sixth Man Marketing. Through this acquisition, Dave Smrek, the president of Sixth Man Marketing, has joined Adrenalin as a principal and as VP of Sales and Marketing. As a result of this acquisition, Adrenalin has also expanded its services to offer comprehensive brand-expansion, revenue-generating solutions to sports organizations. The company has also changed its name to “Adrenalin, Inc.”, updated its tagline to “The Brand Expansion Team” to reflect its expanded services offering, and launched a new corporate Web site, www.goadrenalin.com.

“With the acquisition of Sixth Man Marketing, Adrenalin now offers a full range of solutions to build and expand sports organizations’ brands,” said Daniel Price, President. “Based on our experiences and conversations with our customers, it is clear that there is a growing demand for integrated brand-building services, and Adrenalin is now positioned to serve that market need with an experienced team that has an outstanding track record of success in the sports industry. We are the Brand Expansion Team.”

In addition to continuing to provide outstanding design services to customers, Adrenalin will now also offer a full range of strategic marketing and revenue generation services to drive revenue for sports organizations. Adrenalin’s brand-expansion services for sports organizations now include:

Strategic Marketing:

- Strategic business planning
- Marketing analysis and planning
- Events management
- Advertising & public relations
- Direct mail campaigns
- Technology solutions

Design:

- Strategic brand planning
- Creative services

- Team identity, logo, jersey and mascot design
- Collateral and materials design
- Brand consultation and consolidation
- Web site and multimedia design

Revenue Generation:

- Strategic revenue planning
- Ticketing strategies
- Sponsorship programs

“One of the most exciting parts of this acquisition is that Dave Smrek will join Adrenalin’s executive team,” added Daniel Price. “Dave’s unique expertise in areas like sponsorships, ticketing, marketing and strategic planning have made him a critical asset to sports organizations for 18 years, and his innovative approach to driving revenue generation will be an outstanding asset for Adrenalin’s clients.”

With a background that spans all revenue-generating activities for sports organizations, Smrek has played an instrumental role in the launch of three major league sports franchises: the Vancouver Grizzlies, Colorado Avalanche and Phoenix Coyotes. Smrek has also launched two sports technology companies, specializing in web-based CRM and advanced ticketing & sponsorship applications. Smrek’s areas of expertise include strategic planning, revenue generation, secondary ticketing, database marketing and sales staff management.

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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