



## P R E S S   R E L E A S E

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### **DENVER BRONCOS EXTEND CONTRACT WITH ADRENALIN, INC. FOR STRATEGIC BRANDING SERVICES**

**Denver, Colo.** – July 14, 2006 – Adrenalin, Inc. ([www.goadrenalin.com](http://www.goadrenalin.com)), The Brand Expansion Team for sports organizations, today announced that the Denver Broncos have signed a contract extension with Adrenalin that retains the firm as the Broncos' branding agency of record and as the team's strategic counsel regarding the successful "Broncos Country" campaign. Adrenalin was named the Broncos' branding agency of record during the summer of 2005 and has worked closely with the team to develop and direct all aspects of the "Broncos Country" branding campaign, the most comprehensive marketing initiative ever undertaken by the franchise.

The "Broncos Country" campaign was launched prior to the 2005 season and has become the centerpiece of the team's marketing and communications program, embracing the passion of the team's fans and celebrating the team's singular impact on the sports culture of the Rocky Mountain region. Through this 12-month contract extension Adrenalin will continue to support the "Broncos Country" campaign and the team's other branding and marketing needs with a range of services.

"The 'Broncos Country' campaign has been a tremendous success by every measure, and Adrenalin's expertise and creativity have played a key role in the entire process. Adrenalin is a great asset because they 'get it', in terms of how important branding is for achieving a team's overall goals and in terms of how to put that belief into action and conduct highly successful campaigns," said Steve Harbula, Senior Director of Marketing Communications for the Denver Broncos. "This has been a very productive relationship, and we look forward to continuing to work with the Adrenalin team for the next year."

"The Denver Broncos have a commitment to excellence that makes it one of the most respected and beloved franchises in sports, and that commitment becomes especially evident in working with the team on an important issue like branding," said Dave Smrek, Principal at Adrenalin. "The team has a deep respect for its fans, for past and present players, and for the unique place that the team holds in Colorado sports – all of which resonates throughout the 'Broncos Country' campaign."

**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 Denver Broncos Football Club**

The Denver Broncos came into existence in 1960 as a charter member of the American Football League. In 1997 and 1998 the team became one of just six NFL franchises to win back-to-back Super Bowl championships. They have compiled the best home record in football from 1974-2005, and have committed financial support and the time of players, coaches and staff to the Colorado community for more than 43 years.

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