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### **ADRENALIN, INC. SELECTED TO BRAND BROOMFIELD EVENT CENTER AND NEW CBA AND CHL TEAMS**

*Adrenalin to Serve as Branding Agency of Record for Event Center and for New  
Basketball and Hockey Teams that Will Call the Facility Home*

**Denver, Colo.** – October 11, 2005 – Adrenalin, Inc. ([www.goadrenalin.com](http://www.goadrenalin.com)), The Brand Expansion Team for sports organizations, today announced that the company has been selected as the branding agency for the Broomfield Event Center and for two professional sports teams that will play in the facility: a new CBA basketball team and a new CHL hockey team.

Adrenalin will lead all branding activities for the facility, which is scheduled to open in November 2006. Adrenalin's responsibilities will include brand development for the facility and strategic guidance regarding revenue generation activities.

Adrenalin will also lead branding activities for the CBA and CHL franchises that will play in the facility. This will include the naming process for both teams, as well as logo design, uniform design and additional branding activities. Adrenalin will also support the teams' revenue generation activities, including sponsorship development, strategic marketing, ticketing efforts, etc.

The Broomfield Event Center is a state-of-the-art 6,000-seat facility with 185,700 square feet of space. The facility will host more than 130 events each year, including sporting events, concerts, family shows, community events, farmers markets, conventions, trade shows, educational and religious events, rodeos and carnivals.

"Effective branding and marketing are critical success factors for facilities like the Broomfield Event Center, which are designed to become an integral part of the social and cultural fabric of an area. And the same is true for franchises like CHL and CBA teams, which want to establish a strong connection with a local community," said Dave Smrek, Principal at Adrenalin. "We look forward to working with the Event Center and the new basketball and hockey teams to establish identities that resonate strongly with people throughout the Broomfield area."

"Adrenalin was the clear choice as our branding partner for the Broomfield Event Center and our new CBA and CHL teams because Adrenalin has so much experience

managing successful launches for sports organizations,” said John Frew of Wiens Frew Management Group, which will manage the Broomfield Event Center. “Adrenalin has done outstanding work branding facilities like Invesco Field at Mile High and has done standout branding work for a long list of sports organizations including other CHL and CBA franchises. Adrenalin’s strategic counsel will be a major factor in the success of our launch.”

For more information about the Broomfield Event Center, please visit <http://www.ci.broomfield.co.us/news/aristanews.shtml>.

**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).

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