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## **ADRENALIN, INC. DRIVES BRANDING AND MARKETING FOR BROOMFIELD EVENT CENTER AND NEW CBA AND CHL TEAMS**

*Adrenaline Supports Launch of Rocky Mountain Rage and Colorado 14ers  
with Marketing Campaigns, Revenue Generation Activities  
and Design of Newly Unveiled Logos and Uniforms*

**Denver, Colo.** – February 9, 2006 – Adrenaline, Inc. ([www.goadrenaline.com](http://www.goadrenaline.com)), The Brand Expansion Team for sports organizations, today announced that the company is playing a lead role in driving branding, marketing and revenue generation activities for the Broomfield Event Center and the two newly launched professional sports teams that will play in the facility – The Rocky Mountain Rage CHL hockey team and the Colorado 14ers CBA basketball team.

Adrenaline was named the branding and marketing agency of record for the Broomfield Event Center and its sports teams in November of 2005, and the firm has led a number of key initiatives leading up to the recent unveiling of the team names, logos and uniforms. Adrenaline's services have included:

- Development of the brand strategy and marketing plan for the Rage and 14ers;
- Implementation of marketing and revenue generation campaigns to support the launch of the teams;
- Design of the teams' logos, uniforms and other branding elements;
- Coordination of branding and revenue generation activities for the Broomfield Event Center facility itself, which will begin hosting the teams in the fall of 2006.
- And a number of other marketing and branding activities.

"Adrenaline is honored and excited to be a part of such an exciting venture. Having worked on a number of team and building launches, we can safely say that the Broomfield Event Center's commitment to be a first-class organization is comprehensive from the ownership, staff and outside partners," said Daniel Price, president of Adrenaline. "The entire region will benefit from the building, Rage and 14ers' presence on the Front Range."

"Adrenaline's longtime experience and success with sports branding is consistent with Broomfield Sports' across-the-board commitment to being a first-class organization. We have been extremely pleased from the outset with the guidance and direction they have provided for the Rage, 14ers and the Broomfield Event Center," said John Frew, Principal, Wiens Frew Management. "Adrenaline will continue to support the marketing and branding needs of the Rage, 14ers and Broomfield Event Center with a wide range of revenue generation services such as sponsorship development, ticketing initiatives and more."

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.

For more information about the Broomfield Event Center, Rage and 14ers, please visit [www.broomfieldeventcenter.com](http://www.broomfieldeventcenter.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](http://goadrenalin.com).

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