



## PRESS RELEASE

### **For Immediate Release**

Media Contact:  
Rich Miller  
303-539-6933  
rmiller@goadrenalin.com

Company Contact:  
Daniel Price  
303-454-8888, x102  
dprice@goadrenalin.com

### **ADRENALIN, INC. DEVELOPS LOGOS FOR DENVER OUTLAWS MAJOR LEAGUE LACROSSE (MLL) TEAM**

**Denver, Colo.** – November 18, 2005 – Adrenalin, Inc. ([www.goadrenalin.com](http://www.goadrenalin.com)), The Brand Expansion Team for sports organizations, today announced that the company has designed the brand for The Denver Outlaws, the new Major League Lacrosse (MLL) team. Adrenalin created the full logo family for The Outlaws, including a primary logo, secondary logo and wordmark. The logos were just unveiled by The Outlaws, which will begin playing at INVESCO Field at Mile High in the Summer of 2006.

“Adrenalin has created logos for The Denver Outlaws that perfectly capture the personality of our team and the gritty, energetic style of play that fans will see on the field starting this season,” said Mac Freeman of The Denver Outlaws. “It is critically important for a new sports franchise to have a logo that connects with the public, and Adrenalin’s logos will definitely resonate powerfully with lacrosse lovers along the Front Range.”

“It’s exciting to see the launch of The Outlaws in a city that has proven its love for the sport of lacrosse,” said Daniel Price, President of Adrenalin. “The name and identity of the team represent the western heritage of Denver and the ruggedness of the sport. We look forward to opening day.”

The Major League Lacrosse League was launched in 2001 and now features 10 teams in cities across the United States. For more information about MLL and The Denver Outlaws, visit [www.majorleaguelacrosse.com](http://www.majorleaguelacrosse.com) or [www.denveroutlaws.com](http://www.denveroutlaws.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).

###