



P R E S S R E L E A S E

For Immediate Release:

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

Company Contact:
David Smrek
303-454-8888, x110
dsmrek@goadrenalin.com

ADRENALIN, INC. SELECTED AS BRANDING AND MARKETING AGENCY FOR CHL'S ARIZONA SUNDOGS

*Adrenalin Responsibilities Include Design of Logo Family and Uniforms
for New Franchise*

Denver, Colo. – December 14, 2005 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team for sports organizations, today announced that the company has been selected as the branding and marketing agency of record for the Arizona Sundogs, the new Central Hockey League (CHL) team that will begin play in 2006. In this role, Adrenalin has designed the team identity and brand for the Sundogs, including the team's color scheme, primary and secondary logos, and uniform design—all of which were unveiled by the team this week.

As the team's branding and marketing firm, Adrenalin will also support and/or coordinate strategic marketing, messaging, media planning, ticketing, sponsorship programs and use of marketing technologies. Adrenalin will also coordinate collateral design and develop print, outdoor and electronic advertising.

"There is a tremendous amount of work that goes into successfully launching a new sports franchise, and having an experienced team of sports branding and marketing professionals like Adrenalin is a great asset," said Eric Lacroix, former NHL player and Co-Owner/Governor of the Sundogs. "The Adrenalin team has a track record of successfully launching new sports brands, and its input has been invaluable as we prepare to hit the ice in 2006."

"The Sundogs have a commitment to excellence not only on the ice but also in every facet of the franchise's operations," said Dave Smrek, Principal at Adrenalin. "They understand the power of purpose-built marketing and branding, which ensures that every aspect of your business supports the customer experience you want to deliver and the revenue generation goals you want to achieve. The design process for the logos and uniforms has been a creative and highly collaborative one, and we look forward to similar success in other areas such as sponsorship development, ticketing and advertising."

The Arizona Sundogs will begin play at the new, state-of-the-art Prescott Valley Convention and Events Center in October 2006. The Prescott Valley Convention and

Events Center will be the premier multi-purpose sports and entertainment venue in Northern Arizona. Seating 5,264 for hockey, the facility is truly multi-purpose, capable of hosting a variety of events ranging from hockey to trade shows, conventions, graduations, performing arts, concerts, sporting events, thrill shows and family events.

For more information about the Arizona Sundogs, visit www.pvhockey.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.

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