



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

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ADRENALIN, INC. LEADS BRANDING PROCESS FOR QWEST ARENA IN BOISE, IDAHO

Denver, Colo. – November 4, 2005 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team for sports organizations, today announced that it has been selected as the branding partner of the newly-named Qwest Arena in Boise, Idaho and will provide the arena with a variety of branding and marketing services. Adrenalin has also designed the new logo for the Qwest Arena which was unveiled this month along with the arena's new name. Previously called the Bank of America Centre, the Qwest Arena is home to two professional sports teams.

“In developing the Qwest Arena branding and signage package, it was important to combine the attributes associated with Qwest with the personality of the beautiful city of Boise. Boise is one of the up and coming sports towns of the western United States, and Adrenalin's goal was to capture the passion of the region's sports fans,” said Daniel Price, President of Adrenalin. “The Qwest Arena is the premier facility for sports fans throughout Idaho and Eastern Oregon.”

About Qwest Arena

Qwest Arena is the most original indoor sports and events arena in the Northwest. Located in the heart of downtown Boise, Qwest Arena is just steps away from shopping, restaurants and local businesses. The Arena has bowl seating for 5,000 people, including 39 entertainment suites and The Zone restaurant and sports bar overlooks all of the action in the Arena. Home of the 2004 ECHL National Champion Idaho Steelheads and the Idaho Stampede of the Continental Basketball Association, Qwest Arena hosts a variety of special events including concerts, trade shows, conventions, ice shows, and other sporting events. Adjoined to the arena, the Grove Hotel is Boise's only AAA-rated Four-Diamond property, and embodies the essence of luxury and convenience while living up to the highest standards and amenities in the state.

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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