



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

For Immediate Release

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ADRENALIN, INC. DEVELOPS LOGOS FOR L.A. RIPTIDE MAJOR LEAGUE LACROSSE (MLL) TEAM

Denver, Colo. – November 29, 2005 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team for sports organizations, today announced that the company has designed the logo for The Los Angeles Riptide, a new Major League Lacrosse (MLL) team. Adrenalin created the full logo family for The L.A. Riptide, including a primary logo, secondary logo and wordmark. The logos are being unveiled today by The Riptide, which will begin league play in the summer of 2006.

"Adrenalin provided us with ideas that covered a broad range creatively while remaining within specific directional objectives that were established at the outset," said Todd Howk, Vice President of AEG Creative, which will operate the Riptide franchise. "We feel that the end result is a brand AEG is proud to be associated with and one we feel fans will be excited about."

"In the competitive LA market it is critical, when introducing a new sports brand, that it stands out among the area's numerous sports franchises," said Daniel Price, President of Adrenalin. "The Riptide brand is the result of an ideal collaboration between Adrenalin and AEG: The staff at AEG provided great direction and allowed the Adrenalin team to do what we do best - build brands."

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 Los Angeles Riptide, visit www.majorleaguelacrosse.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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