



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

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ADRENALIN, INC. SELECTED BY TEXAS COLLEGIATE LEAGUE (TCL) AS SPONSORSHIP AGENCY OF RECORD

Adrenalin to Provide Comprehensive Sponsorship Services to TCL

Denver, Colo. – December 6, 2005 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team for sports organizations, today announced that the company has been selected by the Texas Collegiate League (TCL) as its agency of record for sponsorship services. Through this agreement, Adrenalin will fully manage and support major elements of the TCL's corporate sponsorship initiatives, including entitlement, strategic planning, sponsorship materials development and tactical execution of the sponsorship program.

The Texas Collegiate League (www.texascollegiateleague.com) is one of the premier summer collegiate baseball leagues in the United States, providing top professional baseball prospects from across the country with the opportunity to showcase and improve their skills in a wholesome, minor-league atmosphere. The league provides quality, inexpensive entertainment in a small-town, intimate atmosphere that is distinctively Texas, while helping promote the game of baseball in the communities involved.

"Sponsorships are a critical factor in the financial success of sports organizations, and that is particularly true for regional organizations for whom sponsor support represents a bigger portion of revenue. Through this agreement, Adrenalin will leverage its expertise in this field to help the Texas Collegiate League achieve its sponsorship and entitlement objectives for the coming year," said Dave Smrek, Vice President of Sales and Marketing at Adrenalin. "Adrenalin launched its expanded sponsorship service offering earlier this year and the response has been tremendous from organizations that understand the significant impact of an effective sponsorship program on revenue generation."

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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