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## ADRENALIN, INC. DRIVES BRANDING INITIATIVE FOR DENVER'S LEADING SPORTS TALK RADIO STATION

**Denver, Colo.** – May 2, 2008 – Adrenalin, Inc. ([www.goadrenalin.com](http://www.goadrenalin.com)), The Brand Expansion Team, has completed a new logo for Denver's leading sports talk radio station, FM Sports Radio 104.3 The Fan, to support its transition from AM to FM. Lincoln Financial Media, owner of multiple radio stations in Miami, San Diego, Atlanta and Denver recently completed the transition from the station's former location at 950 AM. Adrenalin created a new logo that supports the station's re-branding efforts for its new broadcasting frequency and its expanded audience demographics. Adrenalin also provided strategic consulting services to ensure the success of the station's re-branding.

"Adrenalin's expertise in sports branding and its understanding of the Denver market were invaluable to us in preparing an effective branding strategy and marketing campaign for this transition to the FM dial. Our goal was to bring our large existing base of listeners with us from the AM dial, while also attracting new listeners who get more exposure to us now that we are on FM. Adrenalin understood what we needed to accomplish, and they delivered in a way that played a big role in the success of the transition," said Dwayne Taylor, Director of Marketing, Lincoln Financial Media of Denver.

"Moving a talk station from the traditional AM band to the younger demographics of the FM dial requires a smart branding strategy and an effective marketing campaign. Radio is a fast-paced business that requires speed, agility and a solid understanding of the audience. Our team embraced those challenges and produced a logo that delivers a message of change while connecting to the station's strong past," said Daniel S. Price, Principal and President of Adrenalin.

For more information about the station, visit [www.1043thefan.com](http://www.1043thefan.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 and other services. For more information about Adrenalin, visit [goadrenalin.com](http://goadrenalin.com).

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