



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

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ARAPAHOE BASIN SELECTS ADRENALIN, INC. AS BRANDING AND MARKETING PARTNER

Denver, Colo. – October 22, 2008 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, and Arapahoe Basin have expanded their relationship this year. Adrenalin will now serve as the ski area's branding and marketing partner for the coming 2008-2009 season. In this role, Adrenalin will drive branding and marketing efforts for a major campaign that includes creative design and execution across TV, radio, online, print advertising and outdoor advertising media. Adrenalin has also developed a new website for A-Basin (www.arapahoebasin.com) to support the marketing campaign, teaming with BrainSpark Media (www.brainsparkmedia.com) for its technical design.

During the 2007-2008 season, Adrenalin supported Arapahoe Basin's launch of Montezuma Bowl with an image-building campaign that included marketing, advertising and communications activities to raise awareness of the 400-acre expansion. The expansion increased the ski area's terrain by 80 percent and was the largest expansion of any ski area in the United States last year.

"Last season, Adrenalin played a significant role in making the launch of Montezuma Bowl a tremendous success. Due to their creativity, experience and the impressive impact they made in the marketplace last year, this season we asked Adrenalin to spearhead the entire ski area marketing campaign," said Leigh Hierholzer, Director of Marketing and Communications, Arapahoe Basin Ski Area.

"The focus of this year's campaign will remain on the Montezuma Bowl expansion, which has made A-Basin a destination for skiers all across the country. A-Basin is one of the most unique ski areas in North America – including its spring events after other ski areas are closed. The campaign will put a spotlight on the things that make it a truly special place," said Daniel S. Price, Principal and President of Adrenalin. "We are proud to be working with A-Basin for a second year in a row."

For more information about A-Basin and Montezuma Bowl, visit www.arapahoebasin.com.

About Adrenalin, Inc.

Adrenalin, Inc., founded in 1997, is a full-service Brand Expansion agency, specializing in the sports industry. Our direct experience with team branding and marketing has been key to Adrenalin becoming a leader in sports-specific branding.

Our years of results-driven marketing experience, combined with a deliberate, straightforward approach, uniquely enable us to develop, expand and differentiate brands for organizations across the country. Adrenalin effectively delivers marketing platforms that efficiently allocate marketing resources and maximize revenues.

Adrenalin's success goes beyond our creative skills. We pride ourselves on agency professionalism that is second to none. To us, this means projects are completed on time and within budget, while offering a working environment that consistently builds long-term relationships. For more information about Adrenalin, visit goadrenalin.com.

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