



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

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ARAPAHOE BASIN EXTENDS BRANDING & MARKETING CONTRACT WITH ADRENALIN INC.

Denver, Colo. – October 4, 2009 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, will once again serve as Arapahoe Basin's branding and marketing agency. Through this contract extension, Adrenalin will drive branding and marketing efforts for the 2009-2010 season, including creative design and campaign execution spanning TV, radio, online, print and outdoor advertising. Adrenalin has served as Arapahoe Basin's branding and marketing partner for three years since the agency helped the ski area with its highly successful launch of the Montezuma Bowl expansion.

"The branding and marketing work that Adrenalin does for us has a direct impact on our bottom line. They drive sales for our season passes, and they have made our special promotions successful time and time again. They have also created a buzz about the A-Basin brand that is exactly what we were looking for when we first sat down with their team. It's been a great partnership and it will be great to work with them again this season," said Leigh Hierholzer, Director of Marketing and Communications, Arapahoe Basin Ski Area.

"Working with Arapahoe Basin is a blast because they believe in the power of branding and give us a lot of room to be creative across multiple platforms. They understand who they are as a company and a brand, and they give us the chance to tell their unique story in a bold way. Our goal each year has been to expand their image in a way that builds their business, and this contract extension is a great validation that we've been doing that successfully," said Daniel S. Price, Principal and President of Adrenalin.

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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