



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

For Immediate Release:

Media Contact:
Rich Miller
303-454-8888, x115
rmiller@goadrenalin.com

Company Contact:
Daniel Price
303-454-8888, x102
dprice@goadrenalin.com

ADRENALIN, INC.'S BRYAN KIMBELL TO LEND TIME TO THE ASSOCIATION OF COLLEGIATE WATER POLO COACHES AS EXECUTIVE DIRECTOR

Denver, Colo. – January 3, 2007 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team for sports organizations, announced today that Bryan Kimbell, its Director of Accounts and Business Development, will serve as Executive Director of the Association of Collegiate Water Polo Coaches (ACWPC). Kimbell will play this leadership role at the ACWPC in addition to his responsibilities at Adrenalin. The ACWPC promotes the development and advancement of collegiate water polo by providing its membership with professional education, services, training and a united voice.

In this role, Kimbell will be responsible for administrative oversight of the coaches' association serving the needs of all varsity NCAA programs including: monitoring of NCAA legislation, membership services, All American and Academic Team voting, and awards. He will also facilitate strong communication among the membership in moving toward organizational goals, and he will work closely with members of the Executive Council to promote and develop water polo at the collegiate level. Kimbell will also work as a liaison between the association and the NCAA, member institutions, USA Water Polo and conference commissioners, as well as represent the ACWPC at all NCAA championships.

"The sport of water polo has been a fundamental part of my life for 16 years, and I am honored to be selected as the Executive Director for the Association of Collegiate Water Polo Coaches," said Bryan Kimbell. "I am now poised to give back to the sport by supporting a very important constituency within the sport, the coaches. My efforts will be focused on providing a cohesive and sustainable organization that supports the growth of water polo through strong collegiate involvement and developing coaching resources."

"The Association of Collegiate Water Polo Coaches is excited to announce the appointment of Adrenalin's Bryan Kimbell as the new Executive Director. This is an exciting time for water polo with the sport continuing to grow in popularity, and Bryan Kimbell's background in the business community will bring new insight, perspective and leadership to ACWPC," said Larry Sanders, ACWPC President and UC San Diego's Head Coach of Women's Water Polo.

"Bryan's knowledge of water polo coupled with his experience in the sports world make him a natural leader for the Association. We encourage members of our staff to actively

serve in the sports industry outside of their responsibilities at Adrenalin. In addition to serving organizations they feel passionate about, it also helps us stay informed of the current trends and practices, which in turn helps us better serve our clients. Congratulations to Bryan and we wish continued success to the Association,” said Daniel S. Price, Principal and President of Adrenalin.

For more information about the ACWPC, please visit www.collegewaterpolocoach.org.

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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