



PRESS RELEASE

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ADRENALIN INC. DESIGNS 50th ANNIVERSARY LOGO FOR DENVER BRONCOS

Logo to Be Used in NFL's Season-Long Celebration of the Original Six American Football League Franchises

Denver, Colo. – April 8, 2009 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, has designed a special 50th Anniversary logo for the Denver Broncos that will be used by the team and the NFL to recognize the founding of the original eight franchises of the American Football League (AFL) in 1960.

The Broncos will utilize the logo as an integral part of its marketing efforts throughout the season, and the NFL will utilize the logo in a variety of merchandise and memorabilia. Anniversary events will also include the involvement of the Broncos' top players over the past 50 years, recognition of the team's greatest seasons, and more. The Denver Broncos 50th Anniversary logo will be utilized on uniforms, stadium signage, programs and other materials throughout the season in commemoration of this milestone.

The 50th anniversary logo was designed in the shape of a football to symbolize a classic letter jacket patch. It also utilizes a font that echoes markings on a football field, and it features arrows at both ends of the logo to represent arrows on the gridiron and to point to the past and future of the team.

“Adrenalin has been our ‘go to’ agency for over 8 seasons. Their willingness to listen to our objectives and goals, and their keen understanding of our market, makes them the team to work with on branding and marketing initiatives,” said Greg Carney, VP of Marketing for the Denver Broncos.

Adrenalin is the same agency that the Denver Broncos partnered with for its highly successful Broncos Country campaign.

“The Broncos are one of the signature franchises in the NFL and one of the country's most respected and popular football teams. The 50th Anniversary of the Denver Broncos is a result of great team ownership and strong fan support, and we are pleased to have a role in promoting this monumental season,” said Daniel S. Price, Principal and President of Adrenalin.

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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