



## PRESS RELEASE

**For Immediate Release:**

Media Contact:  
Rich Miller  
303-539-6933  
rmiller@goadrenalin.com

Company Contact:  
David Smrek  
303-454-8888, x110  
[dsmrek@goadrenalin.com](mailto:dsmrek@goadrenalin.com)

**ADRENALIN, INC. SELECTED BY DENVER BRONCOS TO  
PARTNER ON MAJOR NEW BRANDING INITIATIVE**

*Adrenalin to Serve as Franchise's Branding Agency of Record and  
Direct "Broncos Country" Campaign*

**Denver, Colo.** – August 30, 2005 – Adrenalin, Inc. ([www.goadrenalin.com](http://www.goadrenalin.com)), The Brand Expansion Team for sports organizations, today announced that the Denver Broncos have selected Adrenalin to serve as the franchise's branding agency of record and to direct a major new branding and sponsorship campaign: "Broncos Country."

Adrenalin will develop and direct all aspects of the "Broncos Country" campaign, which will embrace and celebrate the unique, long-standing passion of the team's broad fan base by highlighting how fans express their support for the team.

The campaign will begin prior to the start of the 2005 regular season, launching initially with outdoor media including billboards, buses and street banners, to be followed by additional media in subsequent phases of the campaign.

"The Broncos are an outstanding organization and it is fantastic to have this opportunity to work with the franchise on such an important initiative," said Daniel Price, President of Adrenalin. "We are excited to assist in leveraging what is already one of the most powerful brands in professional sports in the Broncos."

"Broncos Country is the most comprehensive marketing initiative that our organization has undertaken in recent years, and it is critical to have the right partner for this initiative," said Steve Harbula, Director of Marketing Communications for the Denver Broncos. "We chose Adrenalin because they take a truly comprehensive approach to building sports brands, and their team includes experts in key areas such as sponsorships, strategic marketing and design. Adrenalin has succeeded in designing a campaign that enables each of our constituencies – fans, partners and the team itself – to feel at home in Broncos Country."

**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](http://goadrenalin.com).

### **About The Denver Broncos**

The Denver Broncos won back-to-back Super Bowl championships in 1997 and 1998, becoming one of just six NFL franchises to accomplish that feat. They have compiled the best home record in football from 1974-2004 and are regarded as having some of the most loyal fans in all of professional sports.

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