



PRESS RELEASE

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'BE ALIVE IN LONGMONT' CAMPAIGN SET TO KICK OFF THE HOLIDAY SHOPPING SEASON

Denver, Colorado – December 3, 2009 – Adrenalin, Inc., The Brand Expansion Team, has been selected by the City of Longmont, Colorado to lead the city's marketing and educational campaign to drive retail sales and economic growth. Adrenalin, in partnership with the city has begun the execution of the new "Be Alive in Longmont" campaign, kicking off the holiday shopping season. Residents, store/shop owners, teachers, coaches, political figures, etc. will be individually highlighted in a series of ads designed to build community pride.

Each ad, running in local newspapers including the Longmont Times-Call, Longmont Ledger, online banner ads, local bus shelters, downtown street banners and other mediums will feature one resident--their lifestyle, job, activities and commitment to the Longmont community. All stories and references to local people and places are real and Longmont photographers will shoot all photos used in the campaign.

Ads will also encourage residents to submit their own "Longmont stories" by visiting BeAliveInLongmont.com for a chance to be featured in an upcoming ad. The goal of the campaign is to raise awareness and pride by encouraging people to 'be alive' in the community in which they live and work (thereby contributing to the future of the city through local sales taxes.)

"We are excited to introduce the "Be Alive in Longmont" campaign designed to emphasize the value of shopping locally," said Doug Bene, Economic Development Manager for the city. "Basing the campaign on community pride will hopefully encourage residents to share their own stories and become active participants in the building of a vibrant commercial destination. With everyone on board, the possibilities are endless!"

"Adrenalin is excited to be working with the City of Longmont in creating the "Be Alive in Longmont" campaign. We are thrilled to be the ones to bring Longmont's unique attributes, features and shopping amenities to the local population ultimately helping Longmont businesses thrive." said Bryan Kimbell, Director of Accounts and Business Development for Adrenalin.

Ads will run through the holiday shopping season and continue into and through 2010. For more information about the "Be Alive in Longmont" campaign or to share your story, please visit BeAliveInLongmont.com.

About Adrenalin, Inc.

Adrenalin Inc., founded in 1997, is a full-service Brand Expansion agency focused on results-driven marketing for clients ranging from professional sports franchises to start up local businesses. Specializing in branding, logo design and development, advertising, production, social media, print and campaign execution, Adrenalin delivers on all levels with a primary goal of maximizing client revenues. For more information about Adrenalin, visit goadrenalin.com

About Longmont

Longmont, Colorado, a city of 86,000 residents is located in Boulder County at an elevation of 4,979 feet, covers 33 square miles and has more than 300 days of sunshine and a spectacular view of the Rocky Mountains. The residents of Longmont weren't surprised to learn that it was named one of the Top 100 Best Places to Live in the United States twice – once in 2006 and again in 2008. The Top 100 Best Places to live as designated by Money magazine recognizes small livable cities that have the best possible blend of good jobs, low crime, high quality schools, plenty of open space, rational home prices and lots to do.

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