



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

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ADRENALIN INC. PRODUCES COMCAST AD CAMPAIGN STARRING NFL PRO BOWLER CHAMP BAILEY

Denver, Colo. – October 4, 2009 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, has produced a series of television ads for Comcast starring the Denver Broncos' Champ Bailey. The series of four 30-second spots and numerous 10-second spots promote awareness of Comcast products in the Rocky Mountain region. Adrenalin coordinated all aspects of the production process, including writing, directing, support and post-production.

“Our approach was to develop spots that fit well with the Comcast's National campaigns, while placing focus on the local offers. We enjoyed working with the marketing staff at Comcast and especially liked the creative license they allowed us to promote their products. Champ was a true all-star and took to his role as average homeowner in stride,” 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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