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ADRENALIN INC. DESIGNS NEW STATION BRANDING FOR CRUISIN' 950 AM IN DENVER

Denver, Colo. – April 28, 2009 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, has completed a branding project for Denver's Cruisin' 950 AM (KRWZ) that provides the radio station with a new logo, company vehicle graphics and other branding elements for its recently re-launched music format of oldies from the 1950s and 1960s.

"It's always fun to work on projects where the visual image and the audio sounds come together to form the identity," said Dwayne Taylor, Marketing Director, Lincoln Financial Media. "Adrenalin understands the unique challenges that radio station identities present and they have the talent to make us look great!"

"Cruisin' 950 AM's focus on '50's and '60's music has been well received in Denver, and this new branding will be the centerpiece of marketing efforts that expands awareness of the station and its format," said Daniel S. Price, Principal and President of Adrenalin. "Our goal was to develop an identity that would give the station a visual presence that was fitting of the great music they play, which provides a solid branding foundation for increasing its listenership and marketing itself to advertisers. This has been a very successful branding effort, and we look forward to watching the station prosper under their new look and great sounds."

For more information about Cruisin' 950 AM, visit www.cruisinoldies950.com.

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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