



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

Media Contact:
Rich Miller
303-454-8888, x115
rmiller@goadrenalin.com

Company Contact:
Daniel Price
303-454-8888, x102
dprice@goadrenalin.com

DAZBOG COFFEE COMPANY EXPANDS BRANDING & MARKETING CONTRACT WITH ADRENALIN INC. TO SUPPORT FRANCHISES

Denver, Colo. – October 4, 2009 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, will expand the scope of its work for the DAZBOG COFFEE Co. through a new contract that will make Adrenalin's branding & marketing services available to DAZBOG franchises.

Through this agreement, Adrenalin will support franchises by offering:

- Branding and marketing support for grand openings and special events;
- Strategic development of in-store promotions, grass-roots marketing programs, public relations activities and enhancement of in-store experience for customers;
- Tactical support for the branding, marketing and communications designed for each franchise;
- Development and provisioning of printed marketing materials to support branding & marketing activities;
- And other branding and marketing support.

“Our work with Dan Price goes all the way back to the founding of our company when we worked with him to create the DAZBOG brand. Since then the team at Adrenalin has been a key reason for our success, and now they will support the success of each of our franchises by doing customized consumer branding and marketing for all the stores,” said Anatoly (Tony) Yuffa, CEO of DAZBOG COFFEE Co. “We want each of our franchises to be successful, and offering these resources is part of our commitment.”

“We are looking forward to working closely with DAZBOG franchises on branding and marketing efforts in support of each store to drive sales and customer loyalty. Having effective branding and marketing at the local level can be a tremendous competitive advantage for each of them, especially when they have a great brand to work with like DAZBOG's,” said Daniel S. Price, Principal and President of Adrenalin.

For more information about how to participate in the DAZBOG COFFEE Franchising Program, visit dazbog.com or call 1-888-932-9264.

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.

#