



PRESS RELEASE

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

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

**EDGE SPORTS & ENTERTAINMENT ENHANCES WEBSITE
WITH ADRENALIN, INC.**

Denver, Colo. – May 5, 2008 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, has completed a major Web site re-design for Edge Sports & Entertainment, the full-service consulting services firm for companies in the sports and entertainment industries. The enhanced website is designed to align with Edge Sports & Entertainment's branding and marketing strategy and to support its business development program. The website is located at www.edgesportsandentertainment.com.

Edge Sports & Entertainment is a one-stop consulting company for companies of all sizes in the entertainment and sports industries. Its services include strategic planning, team management and consulting, event design & management, event staffing, management training, venue management, business development, sponsorship services, broadcasting services, non-traditional revenue programs and more

"Adrenalin has been a great asset to us with the branding and design work they have done for Edge Sports & Entertainment in the past, and the work they did for us with this Web site project is exactly what we were looking for. It extends our brand to the Internet in a way that supports our marketing and sales goals perfectly. It is a pleasure to work with a team as talented as Adrenalin's," said Patty Moser, Special Events Manager of Edge Sports & Entertainment.

"In working with Edge Sports & Entertainment, we captured Patty Moser's energy, enthusiasm and drive, and transferred them to the pages of the new website. Edge is a great company and we were pleased to bring our branding process to their business for a project as important as the company's Web presence. We look forward to continuing to work with Patty and the Edge team to support the company's continued growth," said Daniel S. Price, Principal and President of Adrenalin.

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 and other services. For more information about Adrenalin, visit goadrenalin.com.

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