



PRESS RELEASE

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ADRENALIN, INC. SELECTED BY ENRISK FOR MARKETING DESIGN SERVICES

Denver, Colo. – June 25, 2008 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, has been selected by EnRisk Services for a design project for marketing materials used in the company's business development program. EnRisk (www.enriskservices.com) is a global agency representing more than 160 oil & gas companies across the United States and other countries, providing energy insurance and risk management services to its clients. Through this agreement, Adrenalin will develop a new corporate brochure and related marketing materials, which will serve as the centerpiece of the company's sales collateral.

"Adrenalin expertise and creativity will be valuable in making this new project a success. They understand our company and they understand how to leverage branding to make sales materials more impactful. These marketing materials will help us communicate our value proposition to customers in a very powerful way," said John Ludwig, CEO of EnRisk.

"Our Brand Expansion process is well-known in the sports industry and is proving to be just as effective in other industries as well. We introduced a level of brand thinking and exploration to their management team that will add value to their story through all communications, present and future. John Ludwig has a great vision for EnRisk and the talented staff to take them where they want to go," 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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