



PRESS RELEASE

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

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

ADRENALIN, INC. DEVELOPS NEW LOGO FOR RADIO STATION IN PHOENIX MARKET

Denver, Colo. – April 4, 2008 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, has completed a re-design of the logo for News/Talk 92.3 KTAR (www.ktar.com) to support the radio station's move from an AM signal to the FM dial. The new logo supports the station's re-branding efforts related to its new broadcasting frequency, its new format and its expanded audience demographics.

This is the latest branding project that Adrenalin has done for stations owned by Bonneville International Corporation, a diversified media company with television, radio, broadcasting, advertising, and satellite operations in markets across the United States. In addition to this branding work for News/Talk 92.3 KTAR, Adrenalin has designed logos and provided other branding services to other Bonneville stations in Phoenix.

"We have had the pleasure of working with the great people of Bonneville International in Phoenix, and we always appreciate the energy and knowledge they bring to new projects. The new News/Talk 92.3 KTAR logo we produced incorporates design elements that are very fitting of the personality and direction the station and will serve them well for years to come," 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.

###