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L.A. KINGS EXTEND BRANDING CONTRACT WITH ADRENALIN INC.

Denver, Colo. and Los Angeles, Calif. – October 4, 2009 – Adrenaline, Inc. (www.goadrenalin.com), The Brand Expansion Team, will continue to serve as the branding and marketing agency for the Los Angeles Kings through a contract extension for the NHL franchise's 2009-2010 season. As the creative agency for the Kings, Adrenaline will be responsible for development and execution of the team's branding and marketing campaigns leading up to and during the coming season. Adrenaline will also continue to provide branding and marketing support for the LA King's community outreach and charitable efforts.

"Adrenaline has done excellent work for us, and it will be great having them on board with us again for the coming season. It's more important than ever for sports organizations to have the right brand strategy and marketing efforts, and Adrenaline brings great expertise from their years of work with sports teams across the country. They know how to map branding and marketing efforts to our business goals, and that has made them a valued and trusted partner," said Chris McGowen, CMO of the Los Angeles Kings.

"No sports organizations have been immune from the economic downturn, but the best-run organizations understand that these conditions present opportunities for the smartest teams to expand their brand and position themselves for growth. This is particularly true in markets like Los Angeles where there is such a competitive landscape for sports and entertainment," said Daniel S. Price, Principal and President of Adrenaline. "The LA Kings have embraced branding as a key to their business plan, and it is a pleasure to work with a team that understands how big a role branding and marketing can play in their success."

About Adrenaline, Inc.

Adrenaline, 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 Adrenaline 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. Adrenaline 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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