



PRESS RELEASE

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KING ME! Adrenalin to again execute branding for Los Angeles' NHL team in 2010-2011

DENVER – The National Hockey League team in the No. 2 largest U.S. media market, the Los Angeles Kings, have tabbed Adrenalin, Inc., The Brand Expansion Team™, to serve as its branding and marketing agency for the 2010-2011 season, extending a power play that provided the Kings a major boost in attendance for the recently finished 2009-2010 season.

According to Hockey Resource/ESPN, attendance at Kings games increased more than five percent in 2009-2010 over the previous season. The Kings average attendance for the 2009-2010 season was 17,313 per game, eclipsing the NHL average of 17,072. It was the first time since the 2005-2006 season the Kings averaged more than 17,000 fans per game. This will be the third straight season Adrenalin has teamed with the Kings. As the creative force behind the Kings marketing in Los Angeles, Adrenalin will continue to build the Kings brand through consistent and relevant messaging leading up to and during the impending 2010-2011 NHL season.

“We are excited to extend our partnership with Adrenalin as our collective efforts have produced great results to date and we expect this success to continue,” said Chris McGowen, Chief Marketing Officer for the Kings. “The development of our team is paying dividends on the ice, and the development of our brand by Adrenalin is certainly paying dividends in the market.”

Adrenalin will handle all aspects of developing and executing the Kings' marketing in 2010-2011 that builds on past success and creates new excitement for the future, from season ticket campaigns to game promotions to community outreach. As the Kings continue to scale the NHL standings, Adrenalin will make sure the team scales new heights in Los Angeles by growing and cultivating its fan base.

“The LA Kings are a model organization in sports. Their marketing efforts serve their fans well while placing a strong emphasis on strengthening their brand. Every move is thought out, analyzed and executed to perfection, just like a perfect LA Kings power play on the ice. We begin our third year as the teams agency of record with one goal in mind: to support their efforts with messaging that strengthens their brand value and ‘lights the lamp’ with their fans,” said Adrenalin Principal Dan Price.

About Adrenalin, Inc.

Adrenalin, Inc., founded in 1997, is a full-service Brand Expansion agency, specializing in the sports and recreation industries. Our experience from successfully and innovatively working with, major league properties across the nation has been key to Adrenalin becoming a leader in sports-specific branding. This branding experience, combined with a deliberate, straightforward and creative approach, enables us to produce results that increase revenues.

For more information about Adrenalin, visit www.GoAdrenalin.com.

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