



PRESS RELEASE

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L.A. KINGS SELECT ADRENALIN INC. TO SERVE AS BRANDING AND MARKETING AGENCY

Denver, Colo. and Los Angeles, Calif. – November 7, 2008 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, will serve as the branding and marketing agency of record for the Los Angeles Kings NHL franchise in support of the 2008-2009 season. As its creative agency, Adrenalin will lead a major branding initiative for the team, conducting a comprehensive brand analysis, developing an updated brand strategy, and conducting branding and marketing campaigns in support of that strategy. Adrenalin will support all of the franchise's creative needs, including providing branding and marketing support for the L.A. Kings' community and charity events.

"Adrenalin has done excellent work for major sports organizations across the country, including other NHL franchises and the NHL itself. The Adrenalin team has a proven methodology for building strong brands, and we look forward to working with them to support the Kings' branding and marketing goals," said Chris McGowen, Vice President of Marketing with the Los Angeles Kings.

"Los Angeles is very competitive market for sports organizations, not only because of the number of choices consumer have for professional and collegiate sports but also because of the wide range of other entertainment and leisure options. To compete, a sports organization needs a clear understanding of how its brand is perceived and how that shapes the organization's position in the market. Through this collaboration with the talented people at the Kings, we will identify key marketing goals and tell their story consistently through all communications," said Daniel S. Price, Principal and President of Adrenalin.

About Adrenalin, Inc.

Adrenalin, 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 Adrenalin 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. Adrenalin 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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