



P R E S S R E L E A S E

Media Contact:
Rich Miller
303-539-6933
rmiller@goadrenalin.com

Company Contact:
David Smrek
303-454-8888, x110
dsmrek@goadrenalin.com

ADRENALIN, INC. TO DEVELOP TEAM NAME AND BRANDING FOR NEW NATIONAL LACROSSE LEAGUE (NLL) FRANCHISE IN NEW YORK CITY

Denver, Colo. – June 27, 2006 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team for sports organizations, today announced that the company has been selected to develop the name and branding for the new National Lacrosse League (NLL) franchise that will play in New York City starting in the 2007 season. Adrenalin will lead the naming process for the team as well as create a full logo family for the franchise. Adrenalin will also design the team uniforms.

“Adrenalin is one of the most respected sports branding firms in the country and has a great track record of successfully launching new sports franchises. Their strategic expertise and tactical support will be valuable in building a strong brand for New York City’s professional lacrosse team,” said Leo Russell, Team Chairman.

“New York City is a very competitive sports market, which makes it critically important to have a brand that cuts through the noise, builds recognition for a new team and helps a franchise achieve its revenue generation objectives,” said Daniel Price, President of Adrenalin. “Lacrosse has a long history in New York and is one of the tri-state area’s most popular sports. Adrenalin will develop a brand for the team that reflects the region’s passion for lacrosse and that will resonate with fans.”

In addition to this work with the new NLL franchise in New York City, Adrenalin has also helped build successful brands for the NLL’s Colorado Mammoth and Arizona Sting. The National Lacrosse League recently celebrated its 20th anniversary and featured 12 teams in the 2006 season. For more information about the NLL, visit www.nll.com.

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, sponsorships and other services. For more information about Adrenalin, visit goadrenalin.com.

###