



PRESS RELEASE

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ANDREW SLAYBAUGH AND SHAWN CASEY JOIN ADRENALIN, INC.

Denver, Colo. – July 10, 2008 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, has expanded its staff with the addition of Andrew (Drew) Slaybaugh and Shawn Casey. Slaybaugh joins Adrenalin as a Designer on Adrenalin's creative team and will support graphic design projects for clients. Casey joins Adrenalin as an Account Coordinator and will be responsible for maintaining and building relationships with both current and future clients, ensuring timely execution of creative and coordinating outside vendors to support client needs.

"Drew came to us highly recommended, and he is a great addition to our creative team," said Shane George, Art Director at Adrenalin. "He has the motivation, talent and pure passion for sports and design that we look for when building our staff. He also has the combination of creativity and collaborative skills that our clients look for from Adrenalin, giving them the benefit of a fresh creative perspective while being a seamless extension of their own team. We are very excited to have Drew on board."

Slaybaugh joins Adrenalin from the Broomfield Event Center where he served as a graphic designer for the Rocky Mountain Rage CHL hockey team and the Colorado 14ers NBA D-League basketball team – both of which are Adrenalin clients. Slaybaugh also held a marketing and sales position at Sports Rent, the sports equipment firm. Slaybaugh earned his fine arts degree from Metropolitan State College.

Shawn Casey joins Adrenalin's client services team from the Philadelphia Eagles where she worked for the franchise's marketing and corporate communications department

"Shawn is the perfect addition to Adrenalin's client services team because of her communications skills and her experience in the sports industry," said Bryan Kimbell, Director, Accounts & Business Development. "Her skills, charisma and personality have immediately made her a great fit in our organization, and she brings a client-focused mentality that resonates with the sports organizations we work for."

During her time with the Eagles, Casey's work included supporting the team's community and environmental initiatives, corporate sponsorship program, player involvement with community outreach and the team's *Eagles Insider Magazine*. Shawn earned a degree in Strategic and Organizational Communications from Temple University in Philadelphia, where she played Division-I softball.

About Adrenalin, Inc.

Adrenalin, Inc., founded in 1997, is a full-service Brand Expansion agency, specializing in the sports industry. Dan Price and Rick Fillmon started Adrenalin out of direct experience working for professional teams. Dan and Rick worked as the former Creative Director and Art Director,

respectively, of Ascent Sports and the Denver Nuggets and Colorado Avalanche. 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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