



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

**ADRENALIN, INC. AND JLMVISUAL SELECTED
TO DEVELOP TEAM IDENTITY FOR
CHICAGO'S WOMEN'S PROFESSIONAL SOCCER FRANCHISE**

Chicago, Ill. – May 22, 2008 – Chicago WPS announced today that Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, and jlmvisual (www.jlmvisual.com) will partner to develop the team identity and a family of logos for the new Women's Professional Soccer franchise in Chicago. Adrenalin will also provide strategic branding and marketing assistance to the franchise as it prepares for its inaugural season. The identity and logos will support the team name, which the fans are helping to select. The team expects to unveil its name and logo the first week of June.

Adrenalin recently developed the logo and corporate identity for the league itself, including a logo which features the silhouette of Olympian and Hall of Fame player Mia Hamm. Chicago WPS has also retained jlmvisual's JL Murtaugh as its in house art director on the project. Murtaugh has been a Chicago Fire supporter since the team's 1997 inception and currently serves as Section 8 Chicago's Director of Operations. "We are aiming to create a brand that will resonate with Chicagoans. Our goal is to connect the team with the community and have the fans feel they are truly being represented by the players and entire organization," said Chicago WPS President and CEO Peter Wilt. Chicago WPS General Manager Marcia McDermott also praised Murtaugh's qualifications. "JL Murtaugh's extensive experience in Chicago soccer as well as his graphic arts and design experience give him a unique understanding of the image we want to create. His expertise will be critical to achieving our desired brand image," McDermott said.

Wilt also trusted Adrenalin to assist on the development of the brand based on positive past experiences. "Adrenalin did outstanding work on behalf of the league preparing for its launch at the beginning of this year, and I can't think of a better team to help us develop a strong brand for our franchise in Chicago," Wilt said. "I have had the pleasure of collaborating with Adrenalin on a number of projects – including the team identity for the Chicago Fire – and they are one of the best in the business. Their branding expertise will be a great asset as we prepare to unveil our team to the Chicago market."

"Following the success of our work for Women's Professional Soccer developing the identity and logos for the league, Adrenalin is primed to help Chicago with its team identity. We have a long, successful history working with Peter Wilt and we always enjoy the energy he brings to the table. We look forward to translating his passion and the passion of soccer fans in Chicago into a team identity that resonates with players and the public," said Daniel S. Price, Principal and President of Adrenalin.

"Having the opportunity to work with Peter, Marcia and the Chicago WPS organization as well as a prominent global agency like Adrenalin is a distinguished honor. Working together, we will develop an identity to unite our civic and soccer history that will give all Chicagoans something to be proud of."

About Chicago Professional Women's Soccer

Chicago Professional Women's Soccer became a charter member of the WPS on September 4, 2007. Chicago, which has a unique partnership with the Illinois Women's Soccer League that provides IWSL's 16,000+ members exclusive benefits and provides Chicago WPS with a close relationship with girls soccer players in Illinois. Chicago will be joined in the League by Boston, Dallas, Los Angeles, New Jersey/New York, St. Louis and Washington. The league kicks off in spring, 2009. The Chicago franchise will play its home games at Toyota Park in Bridgeview, Illinois.

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

About jlmvisual

jlmvisual is a Chicago-based visual arts agency established in 2007 by artist and designer JL Murtaugh. Working one-on-one with a wide spectrum of clients for branding, collateral production, and project consultation; he also maintains an active artistic practice, primarily in print-based installation work exhibited in the US and Europe.