

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

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ADRENALIN, INC. PROVIDES BRAND BUILDING SERVICES TO SEEDS FOR THE FUTURE

Denver, Colo. – May 12, 2008 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, will provide branding support to Seeds for the Future, a Denver-based 501(c)3 non-profit organization that promotes health and wellness in children. Adrenalin will develop a portfolio of branding elements and marketing materials for Seeds for the Future events such as the upcoming TriForSuccess youth triathlon. Adrenalin will develop logos, event posters, entry forms, promotional t-shirts and other marketing pieces. Adrenalin will also provide public relations assistance to raise awareness of Seeds for the Future, its mission and its events.

“Having access to Adrenalin’s branding and marketing expertise will be a great asset to Seeds for the Future. Adrenalin will help ensure that our brand and our promotional materials communicate our story effectively and put a bright spotlight on our mission of building self-confidence and self-reliance in children. We are very excited to work with a branding firm that has a national reputation but is located right here in Denver,” said Donna Meallet, Co-founder and Director of Seeds for the Future.

“We love what Seeds for the Future is doing in our community, and it is a privilege to assist them with the brand development of their races. TriForSuccess is a wonderful event, and our goal is to build awareness for it by developing a strong brand and compelling marketing materials. We are also looking forward to attending the triathlon and seeing all the children compete, have fun, and prove to themselves that they can achieve anything they set their minds to do,” said Daniel S. Price, Principal and President of Adrenalin.

Seeds for the Future will hold the fourth annual TriForSuccess youth triathlon on June 14, 2008 at the Montclair Recreation Center, located at 729 Ulster Street in Denver. The triathlon competition involves a timed swim, bicycle ride and run for children ages 7 to 15. For more information about the event, please visit www.triforsuccess.org.

About Seeds for the Future

Seeds for the Future is a non-profit organization that promotes health and wellness in children by sponsoring a youth triathlon, TriForSuccess. Our program is designed to serve and inspire all children but targets those who have financial or social limitations that might otherwise prevent them from participating in such an event. Since 2004, Seeds for the Future has pursued its mission of inspiring youth and teenagers to broaden their horizons in terms of what they can accomplish in life, despite financial or social limitations. For more information, visit www.triforsuccess.org and <http://www.seeds4thefuture.org/about/about.htm>.

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.

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