



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

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ADRENALIN, INC. PROMOTES SHANE GEORGE TO ART DIRECTOR

Denver, Colo. – January 19, 2008 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, announced today that Shane George has been named the firm's Art Director. George has been promoted to Art Director from the position of Senior Designer.

In this new role, George will be responsible for all design, fiscal and production aspects of client projects. He will assist the Creative Director to guide creative work for Adrenalin clients and to ensure that client solutions are executed through all mediums. George will also directly manage the design staff and support business development efforts with new clients. In addition, George will be responsible for training senior designers, designers and junior designers, and he will evaluate and attract new talent to the Adrenalin team.

"In his seven years of working with Adrenalin, Shane has shown us his ability to delivery great results in all areas of design. He is a highly talented designer and also a very effective manager, which make him the perfect person to serve as an Art Director. We are pleased to place him in a position where he can direct our team of designers and play a lead role in serving our clients. This makes Adrenalin a stronger agency, and it is also great news for our clients," said Daniel S. Price, Principal and President of Adrenalin.

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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