



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

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**ADRENALIN, INC. DEVELOPS NEW LOGO FOR
THE U.S. BOBSLED & SKELETON FEDERATION**

Denver, Colo. – July 3, 2008 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, has completed a major branding initiative for the U.S. Bobsled & Skeleton Federation (USBSF), the national governing body for the Olympic sports of bobsled and skeleton. Adrenalin has designed a new logo for the USBSF that will be used in all of the federation's marketing efforts, sponsorship programs, and events signage & collateral – including its involvement in the 2010 Winter Olympics in Vancouver, British Columbia.

The new logo pays tribute to the speed and energy of the sport with a dynamic image of a bobsled and skeleton rushing forward toward the viewer. It utilizes light blue to represent the color of ice, as well as red and dark blue in honor of the American flag. The logo's simple, clean lines are designed to give it great versatility for use in multiple media ranging from the USBSF's collateral to signage to television graphics.

“As a former Olympian, Darrin Steele's insights were key to helping us understand the beauty and aggressiveness of the sport and to channel that into our design work. As the new CEO of the U.S. Bobsled and Skeleton Federation, his vision for the organization was instrumental in helping us develop a mark that will stand strong today, in the 2010 Olympics and into the future. We are proud to have played a role in the organization's identity and look forward to their success as they represent our country” said Daniel S. Price, Principal and President of Adrenalin.

“My top priority is to build the sport of bobsled and skeleton by bringing more athletes to this great sport, providing them with the tools to be successful, and increasing visibility with fans. Branding is a critical part of achieving those goals because of the big impact that effective branding has on how successfully an organization markets itself,” said Darrin Steele, CEO of the USBSF. “Adrenalin has a knack for developing sports logos that resonate deeply with sports fans and athletes, and their work on our new logo was excellent.”

For more information about the U.S. Bobsled & Skeleton Federation, visit www.usbsf.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 and other services. For more information about Adrenalin, visit goadrenalin.com.

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