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**ADRENALIN, INC. SELECTED BY USA CYCLING  
AS SPONSORSHIP AGENCY OF RECORD**

*Adrenalin to Provide Comprehensive Sponsorship Services to USA Cycling, Including Strategic Planning, Materials Development and Sponsorship Sales*

Denver, CO – June 7, 2005 – Adrenalin, Inc. ([www.goadrenalin.com](http://www.goadrenalin.com)), The Brand Expansion Team for sports organizations, today announced that the company has been selected by USA Cycling as its agency of record for sponsorship services. Through this agreement, Adrenalin will fully manage and support every aspect of USA Cycling's sponsorship program, including strategic planning, sponsorship materials development and tactical execution of the sponsorship program.

"USA Cycling's selection of Adrenalin to help them achieve their ambitious sponsorship goals is a strong validation of the expanded service offering Adrenalin launched in early May," said Daniel Price, President of Adrenalin. "Adrenalin's strategic marketing services are designed to drive revenue generation for sports organizations like USA Cycling that understand the importance of effective brand management."

Under terms of the retainer agreement, Adrenalin's responsibilities will include development of a full suite of sponsorship materials, including sponsorship collateral, an expanded Web site, and a sponsorship CD-ROM. Adrenalin will also be directly responsible for achieving USA Cycling's sponsorship sales objectives.

"Sponsorships are a critical factor in the success of USA Cycling, which is why we selected Adrenalin to plan and manage our sponsorship program," said Gerard Bisceglia, CEO of USA Cycling. "Adrenalin's sponsorship team, led by Dave Smrek, has an outstanding track record of success driving revenue generation activities for sports organizations. We look forward to collaborating with Adrenalin to strengthening USA Cycling's sponsorship initiatives to achieve our branding and financial goals."

**About USA Cycling**

USA Cycling is the official cycling organization recognized by the USOC and is responsible for identifying, training and selecting cyclists to represent the United States in international competitions. USA Cycling, doing business as the USCF, NORBA and USPRO, manages nearly two dozen major events each year and is involved in the coordination of 2,500 additional cycling events each year. USA Cycling ensures the ongoing development and safe participation in the sport of cycling. For more information about USA Cycling, visit [www.usacycling.org](http://www.usacycling.org).

**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, sponsorships and other services. For more information about Adrenalin, visit [goadrenalin.com](http://goadrenalin.com).

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