



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

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ADRENALIN, INC. SELECTED BY THE UNIVERSITY OF TEXAS AT SAN ANTONIO TO MANAGE SPONSORSHIPS FOR THE ATHLETIC PROGRAM

Denver, Colo. – October 2, 2006 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team for sports organizations, has been selected as the sponsorship agency for the athletic program at the University of Texas at San Antonio (UTSA). Through this agreement, Adrenalin will manage and support corporate sponsorship initiatives for the university's athletic department, including strategic planning and tactical execution of the sponsorship program.

The University of Texas at San Antonio (www.utsa.edu) serves the San Antonio metropolitan area and the broader region of South Texas through programs and services offered on three campuses. With more than 27,000 students enrolled in 123 undergraduate and graduate degree programs, UTSA is the second-largest component in The University of Texas System and has been one of the state's fastest-growing public universities for much of the last decade.

UTSA is a member of the Southland Conference and San Antonio's only NCAA Division I institution. The university fields teams in baseball, basketball, cross country, golf, indoor and outdoor track and field, softball, tennis, soccer and volleyball. UTSA athletic teams have qualified for 10 NCAA championship events, and the Roadrunners made school history in 2004 as both NCAA Tournament participant and Men's Final Four host. UTSA will host the NCAA 2008 Men's Final Four and the 2010 Women's Final Four Basketball Championships. By 2010, UTSA will have hosted 11 major NCAA Championships in a 13-year period.

"Adrenalin has managed highly successful sponsorship and marketing programs for universities and sports organizations across the country, which makes their team a tremendous asset for our university in expanding the sponsorship program," said Eric Buskirk, Assistant Athletic Director for Marketing and Community Relations at UTSA. "One thing that makes Adrenalin a particularly good fit for UTSA is its experience supporting the needs of up-and-coming sports organizations like UTSA which are building a national reputation but which also have strong regional ties. That will enable Adrenalin to develop a customized plan that is an ideal fit for the specific needs of our university and the corporate sponsors that we are building relationships with."

“The University of Texas at San Antonio has a well-run athletic program, an outstanding reputation as an academic institution, deep ties with the local community, and a rising profile nationally in athletics – all factors that will contribute to the success of the sponsorship program. Adrenalin will work closely with the university to develop and implement a strategic plan that allows UTSA to leverage strong relationships with sponsors as a key means of enhancing the athletics program and the university as a whole,” said Dave Smrek, Principal at 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, sponsorships and other services. For more information about Adrenalin, visit goadrenalin.com.

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