



PRESS RELEASE

For Immediate Release:

Media Contact:
Rich Miller
303-454-8888, x115
rmiller@goadrenalin.com

Company Contact:
Daniel Price
303-454-8888, x102
dprice@goadrenalin.com

ADRENALIN, INC. DESIGNS LOGO AND IDENTITY PACKAGE FOR WOMEN'S PROFESSIONAL SOCCER

Denver, Colo. – January 18, 2008 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team, announced today that they developed the logo and corporate identity for Women's Professional Soccer (WPS), the new professional soccer league being launched in the United States in 2009. The logo features a deep navy, red, and gold color scheme while showcasing a familiar silhouette – Olympian and Hall of Fame player Mia Hamm, renowned as a pioneer for women's soccer in the United States.

Adrenalin's work on behalf of Women's Professional Soccer included: development of the logo; development of a complete corporate ID package; creation of a logo usage guide for media and sponsors; consultation regarding league naming; market research in support the design process; and strategic consulting regarding League branding and naming.

"Adrenalin turned out a fantastic logo for us! They listened to our needs, came back with great ideas and executed to perfection. We're pleased with the results," said Tonya Antonucci, Commissioner of the Women's Professional Soccer League.

"The name and logo provide a solid foundation for the new league's brand as the premier women's soccer league in the world and the global standard by which women's professional sports are measured," said Chicago Team President and CEO and WPS Marketing Committee Chairman Peter Wilt. "Adrenalin provided tremendous guidance and creativity while working with the League and a broad base of outside advisors to create a name and look that represents WPS."

"We're very proud of the work we've done for Women's Professional Soccer, and the success of this project is a tribute to the close collaboration between the League and the Adrenalin team. Market research was a key step in the design process, and that played an important role in helping to design a logo that resonates with soccer fans across the spectrum, from longtime fans of women's soccer to newcomers to the sport," said Daniel S. Price, Principal and President of Adrenalin.

About Women's Professional Soccer (WPS)

The mission of Women's Professional Soccer (WPS) is to be the premier women's soccer league in the world and the global standard by which women's professional sports are measured. Play kicks off in the spring of 2009, with WPS teams based in

Boston, Chicago, Dallas, Los Angeles, New Jersey/New York, St. Louis, and Washington D.C. For more information, visit www.womensprosoccer.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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