



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

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**ADRENALIN, INC. DESIGNS NEW BRANDING FOR WESTERN ATHLETIC CONFERENCE
(WAC)***Western Athletic Conference Unveils New Logo*

Denver, Colo. – July 6, 2005 – Adrenalin, Inc. (www.goadrenalin.com), The Brand Expansion Team for sports organizations, today announced that it has led a new branding effort for the Western Athletic Conference (WAC), including design of a dynamic new logo.

Over the course of several months, Adrenalin collaborated with the WAC to modify its logo in a manner that preserves the recognition of the WAC mark, while simultaneously adding motion and a more proactive feel.

“We began this branding process by working with the WAC to conduct extensive research to understand the strengths of its brand and its logo,” said Daniel Price, president of Adrenalin. “Using that research, Adrenalin developed an updated logo that communicates the strength of the WAC today with its new membership, while also celebrating its rich history.”

The Western Athletic Conference is one of the oldest and most exciting collegiate athletics associations in the United States. Its nine members include Boise State, Fresno State, Hawaii, Idaho, Louisiana Tech, Nevada, New Mexico State, San Jose State and Utah State.

“With the new membership era upon us, we felt it was important to have a graphical representation of our brand that was more in line with current times,” said Karl Benson, commissioner of the Western Athletic Conference. “This new mark keeps the equity we have built over the years in the WAC brand, while also presenting the WAC in a bolder and more dynamic way.”

“Adrenalin set up a comprehensive, yet constructive process to guide us to the end result,” said Steve Macy, associate commissioner. “The design, color schemes and application options were all laid out in a way that we were able to participate to a level that we were most comfortable. Their expertise in combining the WAC’s marketing goals with the graphical representation of those goals is what makes recommending Adrenalin so easy.”

To see the WAC’s new logo, visit www.wacsports.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, sponsorships and other services. For more information about Adrenalin, visit goadrenalin.com.

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