



**Press release: 10/12/09 - For immediate release**

**Extreme Element set to revolutionize the UK experience market with the launch of activity booking engine ExBookers.com**

Extreme Element, the UK's leading extreme sport and experience specialists, is working on the launch of ExBookers.com, a simple and revolutionary booking platform to be ready in time for Summer 2010. This progressive reservation system will connect the activity operators inventory to the booking platforms of the online travel agents and aggregators.

The ExBookers.com website is THE experience market place for adrenaline activities. The unique platform will offer customers an authoritative source of exciting adrenaline activities, allowing them to plan and book ahead those unforgettable experiences. Initially in the UK, but with progressive plans for continental Europe in the near future, ExBookers.com will cleverly allow suppliers to maximize their inventory whilst working with an unparalleled booking system and a forward thinking brand.

The shift in the travel market towards pre-booking individual aspects of the holiday has created a major opportunity for the experience market. Leading the way on this pioneering adventure, ExBookers.com is set to transform the UK adrenaline experience industry by adding a new dimension of connection between activity suppliers and the customers, in a simple and transparent manner. This will allow the consumer to book themselves onto any of the available experiences at short notice, with great ease.

Damian 'Pipa' Nogaró, MD, said: "We are replicating the successful model applied in hotels and car rentals to the experience market. With our expertise and the strength of our brand, we'll be the authority site for people looking to book adrenaline activities online" He continues: "We are proud to offer a simple solution to people who want to source the perfect activities, but are deterred by the effort this currently involves. ExBookers.com will offer information on all aspects of the particular experience or centre through reviews and ratings, allowing them to make an informed decision that only hours spent trawling the Internet in frustration will otherwise provide. This transparent platform will allow instant bookings and virtually guaranteeing a high quality experience at the best price whilst ensuring good value for money."

If you are an activity supplier wanting to move forward and enhance your business with ExBookers.com please get in touch with us at [suppliers@exbookers.com](mailto:suppliers@exbookers.com)

The launch of ExBookers.com further strengthens Extreme Element's position in the market, aiding their quest to become the leading booking agent for adrenaline experiences in the UK. With a strong brand and a successful track record, ExBookers.com will raise the bar and take the experience market to another level.

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**Editor's notes:**

**Extreme Element Overview: Additional notes about the Company**

Extreme Element's mission statement and philosophy have always been about wanting to promote the learning of extreme sports through various courses and encourage the taking part in extreme experiences across the UK and Europe.

A brief history of Extreme Elements success

- Extreme Element launch in November 2006 by Tim Brickle (Director & Founder) and Al Gosling (CEO Extreme Group)

- The launch of sister company 'Experience-Days' ([www.experiencedays.co.uk](http://www.experiencedays.co.uk)) in April 2007 to cater for the non-extreme market.
- Securing of 'gift cards' availability in all major supermarkets in June 2007.
- Damian 'Pipa' Nogaro (MD) INSEAD MBA comes to co-run business with Tim in July 2007.
- Launch of the ex-pack for Xmas 2007, which makes the presentation of the experiences booked unrivalled by any other brand.
- The launch of Extreme Element ([www.exelement.es](http://www.exelement.es)) in April 2008 specifically catering for the Spanish market and travelling Brits.
- Launch of 'Book&Go' allowing people to book specific times and dates online solely in September 2008.
- Own exclusive Extreme Element Events (Ex-Series) development launched with Bungee and Mountain boarding day. The customer can get the best experience, in their favourite extreme sport with their treasured brand 'Extreme Element', an ideal mix of expert tuition and brand experience at its absolute best.
- Pascal Tiemann joins the team in September 2009 as non-executive Director which secured significant investment from a private investor. The investment will be utilized to help grow the business and development of an experience booking engine 'ExBookers.com' which is designed to connect the activity providers with customers in a simple and efficient platform.

**[www.exelement.co.uk](http://www.exelement.co.uk)**

### **Extreme Group: Additional notes about the Group**

Extreme Element is part of the Extreme Group which was started by Al Gosling in 1995 and is a collection of companies that have all been born from a fundamental passion for extreme sports and the vision to inspire people to go out, explore and experience the sports, the music, the fashion and the way of life that is the Extreme brand. Our mission is to deliver a range of branded lifestyle products and services which reinforces our vision and today the group includes Extreme Hotels, Extreme State (stores, clothing, footwear, watches, luggage and equipment) Extreme Freshies (Restaurants), Extreme Element (courses and experiences), Extreme Entertainment (TV), Extremepie.com (online retail), Extreme Mob (mobile phone network), Extreme Drinks, Extreme Parks (sports based theme parks) Extreme Medics, Extreme Publishing and Extreme Cred (Pre pay credit cards). Extreme employs 247 people and operates in more than 70 countries around the world. The Extreme Sports Channel gives the Extreme brand continuous 24/7 exposure and reaches over 40 million homes in 60 countries around the world. [www.extremeinternational.com](http://www.extremeinternational.com)

For further information about Extreme Element and interview requests please speak to Rebecca Richardson on 01273 467 568 or 0790 488 6462, [rebecca@southcoastcommunications.com](mailto:rebecca@southcoastcommunications.com)

Hi-res logos and images are also available.

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