



Press release: 16/11/09 - For immediate release

Extreme Element announces the exclusive and jaw dropping 'The Monster Truck Car Crush' experience

Extreme Element, the UK's leading extreme sport and experience specialist, are proud to announce a monstrous addition to their growing extreme experiences offering and are hereby introducing the only one of its kind available to drive in the UK - 'The Monster Truck Car Crush'. This exclusive experience has very limited availability and is unique in the structure and content on the jaw dropping experience day. Nothing will seem the same again.

First came the US Spec, then 'The Big One', and now we're ready for the ultimate Monster Truck Experience of all time; the 'Monster Truck Car Crush'! Totally unique and exclusive to Extreme Element, the Monster Car Crush gives you the once in a lifetime opportunity to drive over and actually crush two cars! No smoke screens, mirrors or clever tricks here, just four 6ft tyres, a 7.5L engine, two old cars for you to drive over and totally obliterate under the sheer weight of the Grizzly! This awesome experience has been the dream of every aspiring monster truck driving adrenaline loving extreme sport fanatic since Bob Chandler's pioneering car crushing days of the late 1970's, and now it can be realised right here in the UK with Extreme Element!

Don't miss out on this exclusive extreme experience and go 'do something you have never done before'! Click here for more specific details about the experience <http://www.exelement.co.uk/experience/monster-car-crush-1521.php>

Whether you want to experience Bungee Jumping, Coasteering, Driving Experiences, Windsurfing, Mixed Martial Arts, Scuba Diving, Sphereing, Yachting, Mountain Boarding or Flying, anything is possible with Extreme Element, see the website for more information of the full extreme sports and experiences available. www.exelement.co.uk

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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.

Further Extreme Element developments will be confirmed over the next few months.

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) 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.ex-element.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.
- Extreme Element has always been at the forefront of the experience creation with further developments in 2009

www.exelement.co.uk

Extreme Element is part of the Extreme Group, which includes the Extreme Sports Channel, Extreme Pie, Extreme Hotels, Ex Drinks, Extreme MOB and Ex Stores, among others. 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

Hi-res logos and images are also available.

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