



Press release: 19/10/09 - For immediate release

### Local company appointed PR agency for extreme sports and experience company Extreme Element

Local company **South Coast Communications UK** have been appointed as the PR agency for **Extreme Element**, the extreme sports and experience company based in Hove, East Sussex.

The Company who is part of the **Extreme Group** has been looking for the right UK partner to work with on their PR and brand promotion. **Extreme Element** offers over 600 Sports courses and experiences catering for the extreme and 'non' extreme market plus offers affiliate network schemes with secure online booking and easy navigation.

With many exciting developments including the launch of a new website and increased focus on their 'book and go' unique system it is a key time for them to be working with a PR company who not just understands but is also passionate about the **sport and lifestyle market**.

**Tim Brickle, Co-Founder of Exeement** said "We are very pleased to be working with Rebecca and have a great confidence in the perfect match together. **South Coast Communications UK** specialise in the **Sports and Lifestyle** market with strong sport grass routes and an un-paralled understanding about our market sector"

**Rebecca Richardson** from **South Coast Communications UK** said: "We are very excited about working with such a forward thinking and experience focussed brand who are rapidly expanding whilst developing breakthrough technologies in the experience market. We look forward to the journey into the continued promotion of the online booking system '**book & go**' and the exciting announcements of the many future developments the company has."

Whether you want to experience **Bungee Jumping, Coasteering, Driving Experiences, Windsurfing, Mixed Martial Arts, Scuba Diving, Sphereing, Yachting, Mountain Boarding to Flying**, anything is possible with **ExElement**, see the website for more information of the full extreme sports and experiences available. [www.exelement.co.uk](http://www.exelement.co.uk)

END

#### Editor's notes:

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

Extreme Element's mission statement and philosophy has 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 Elements developments will be confirmed during the next few months.

#### A brief history of Extreme Elements success

- Extreme Element launched November 2006 by Tim Brickle (Director & Founder) and Al Gosling (CEO Extreme Group)
- The launch of sister company 'Experience-Days' in April 2007 to cater for the non-extreme market.
- June 2007 Securing of 'gift cards' availability in all major supermarkets
- July 2007 Damian 'Pipa' Nogaró (MD), INSEAD MBA comes to co-run business with Tim.
- Launch of the ex-pack in Xmas 2007, which makes the presentation of the experiences booked unrivalled by any other brand.
- The launch of ex-element.es in April 2008 specifically catering for the Spanish market and travelling Brits.

- September 2008 launch of 'Book&Go' allowing people to book specific times and dates online solely.
- Own exclusive Ex Element Events 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](http://www.exelement.co.uk)

Exelement 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](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.

South Coast Communications UK  
Adur Business Centre  
Ropetackle  
Little High Street  
Shoreham-by-Sea  
West Sussex BN43 5EG