



**Press release: 27/10/09 - For immediate release**

**Extreme Element secures significant investment and a new director to help drive growth**

**Extreme Element**, the UK's leading extreme sport and experience specialist, has recently secured significant investment from a private investor who assigned **Pascal Tiemann**, a serial small cap investor in the leisure sector, as its representative. Funds will be utilized to help grow the business and develop an experience-booking engine, which is designed to connect the activity providers with customers in a simple and efficient Internet platform.

**Pascal Tiemann** has a wealth of experience in the leisure sector, having worked for companies including The Tussauds Group and Petri & Tiemann Consulting Company. During his two years working in the Leisure sector team at UBS Investment Bank he has been involved in several landmark transactions such as Blackstone Group's acquisition of Legoland, Cinven's disposal of Fitness First and the disposal of Hilton Group's international hotel chain to Hilton Hotels Corporation. More recently, Pascal was part of the team that established Kings Park Capital, a private equity fund dedicated to investments in the leisure sector.

**Pascal's** involvement is a key indicator towards an exciting and promising future for **Extreme Element**. The company is expected to show exceptional growth in the next few years and further positions itself for this development with the appointment of **Pascal**.

**Pascal** commented "I am extremely passionate about joining **Extreme Element**, a brand that goes out of its way to provide the best selection of extreme sports at the best venues with price in mind, whilst actively encouraging people to take part in activity sports. I've been involved in the leisure and entertainment industry all of my life - having nearly been born in a theme park - and I see in Extreme Element all of the right checks to become a very successful business.

My incorporation is a significant and positive move in the current climate, especially when accompanied by the additional industry know-how and network of contacts I can bring to the team."

As part of the growth strategy, **Damian 'Pipa' Nogaro**, INSEAD MBA and previous Citigroup investment banker; has moved to become the **Managing Director** and will drive the business through this exciting new stage. Tim Brickle, original founder, commented, "After nearly 3 years of hard work, Extreme Element is now becoming everything that I once dreamed about! The company is now fully funded, has an excellent management team on board and an exciting growth plan in place. With **Pascal** becoming a **Director** and **Pipa** moving to **MD**, it has enabled me to take a step back from the day to day running of the business and focus on the web development and online marketing strategy - plus, hopefully I'll get to do a little more kitesurfing!"

**Damian, MD of Extreme Element** said, "There is a unique opportunity for us to become the leading booking agent for adrenaline experiences in the UK. We've got a strong brand and a successful track record. We've already pioneered in this area with the development of our booking engine; Book&Go. This next step will push this to its full potential, taking the experience market to another level. In the travel industry it's all about booking the best activities with the best activity providers and at the best price when you go to your destination. This is THE booking system for adrenaline experiences; I look forward to announcing more developments shortly."

**Al Gosling, CEO of The Extreme Group** said: "Extreme Element is a great business with a great team now in place, it strongly connects our consumers to extreme sports by inspiring millions of people to go out, explore and experience the sports which is exactly what our brand vision is and what we are all about. This further demonstrates the fierce competitiveness that has aided the continual expansion of the company. I am confident that these developments have

further legitimized our group's mission, and that the company has achieved another significant milestone for the Extreme Group."

**Extreme Element** has an exceptionally strong brand presence in the **UK** gift voucher experience market and has always promoted a successful online strategy since its launch in 2006, specialising in making experiences available for the novice or the expert. The investment will assist the continual development of the voucher experience business, whilst allowing **Extreme Element** to capture the opportunity of the holiday booking market. The capacity to specialise in the Extreme market both in the UK & Spain, coupled with the powerful relationship the brand has earned with its suppliers, affiliates & developing loyal customer base has seen **Extreme Element** enjoy significant growth as it continues to go from strength to strength.

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 and the full extreme sports & experiences list available at [www.exelement.co.uk](http://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 has always been about wanting to promote and inspire people to go out and try extreme sports through various courses and to encourage the taking part in extreme experiences across the UK and Europe.

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

A brief history of Extreme Element's success

- Extreme Element launched 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.
- June 2007 Securing of 'gift cards' available in all major supermarkets. July 2007 Damian 'Pipa' Nogaro (MD), INSEAD MBA comes to co-run business with Tim.
- Launch of the ex-pack in Xmas 2007, which makes the unique presentation of the experiences booked unrivalled by any other brand.
- The launch of Extreme Element in Spain ([www.ex-element.es](http://www.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 solely online.
- Own exclusive Extreme Element Events (ExSeries) 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
- INSPIRE TO EXPLORE TO EXPIRIENCE - [www.exelement.co.uk](http://www.exelement.co.uk)

Extreme Element is part of the Extreme Group, which includes the Extreme Sports Channel, Extreme Pie, Extreme Hotels, Extreme Drinks, Extreme Mob and Extreme State Stores and clothing, 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.**

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