



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

Record jumping weekend for Extreme Element and official partner for 2010 Rat Race.

Extreme Element, the UK's leading extreme sport and experience specialist, are excited to announce **record breaking figures** from this year's London Rat Race as well as confirm their involvement in the **2010 urban challenge** as an **official partner**.

The **Rat Race** is an urban adventure challenge event that turns cities into high-adrenaline adventure playgrounds for participants of all abilities. Teams of three and pairs will hike, bike, abseil, climb, kayak and navigate their way around the streets, structures, waterways and urban landscapes of the country's coolest cities.

Extreme Element hosted and will be hosting again in 2010 fantastic activities in the Rat Race event village - the mighty bungee will be the highlight. The '**London Bungee Jump**' which took place **next to Tower Bridge** on the **26th and 27th September 2009** saw a record **297 extreme sport lovers** take the jump and plummet **160 ft**. Places for 2010 are limited so book yours now on this link <http://www.exelement.co.uk/experience/exclusive-central-london-bungee-jump-1340.php> - an awesome view of the London skyline mixed with some adrenaline is guaranteed!

Built on the success at the London event Extreme Element will be bringing some extreme activities to the **London, Bristol and Edinburgh** Rat Race adventures announced so far for 2010 - more cities to be confirmed shortly.

Go to new heights with Extreme Element and go 'do something you have never done before'!

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.com

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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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