

The Euro 5 Man Paintball Championships
PRESS RELEASE
06 November 2007

'Euro 5 Man' re-scheduled to Spring 2008

The event organisers, Pure Rush Promotions, in liaison with Extreme Mayhem, last week made the difficult decision to delay the European 5 Man Paintball Championships until 2008.

After months of preparation and hard work, planning, promoting and marketing the event, this was a painful conclusion brought about by, in the end, the harsh reality that only 20 UK teams were in a position to commit. While the response from Europe was notably stronger than last year, teams essentially fund Paintball Tournaments, and had the event proceeded with less than 40 teams, not only would it have undermined credibility in the Euro 5 Man competition, it would have resulted in a substantial financial loss.

Warren Maxwell of Pure Rush Promotions said "with the backing and support of Ex Mayhem and one4one TV, the strongest marketing campaign to date, supported by PGI, local media and all our partners, an excellent prize purse plus a stadium-full of spectators and entertainments, we had every confidence of delivering an exceptional 'land-mark' tournament. The Euro 5 Man has been well supported over the last 5 years and in 2005 44 teams participated.

Our initial conclusion was that holding the Euro 5 Man at the end of the season might have been a misjudgement – and this may still be true, however over recent weeks we have personally called every UK team on our database and we are faced with a worryingly long list of teams that have completely disbanded, or teams short of members and/or funding. In addition key paintball brands that are most active in team sponsorship failed, for whatever reasons, to really get behind the Euro 5 Man this year and we clearly need to understand why. We are of course bitterly disappointed but certainly not beaten".

These observations are echoed in hard statistics provided by The Millennium Series, Europe's top tournament series. UK team participation has steadily declined by over 30% in the last 4 years with only 50 UK teams in the 2007 season, compared to no less than 112 French teams. Even more telling: national team support is obviously strongest when their country hosts that leg of the series, and French teams consistently account for +40% of all teams playing when the series hits French soil, however here in the England, UK team participation dropped from 39% in 2006 to an alarming **29.7%** in 2007!

Duncan Farber said "it is clear that while the UK is reputedly Europe's biggest paintball-playing nation, the competitive side of the sport is suffering a decline. We must also conclude that the cost of participation is a significant factor. While we support regional leagues and indeed the Super League concept (encouraging migration from woodland to tournament paintball at grass-roots level) as best we can, it remains a critical challenge to also retain teams and in this respect the established tournament leagues here in the UK clearly have a job on their hands.

The cost of league tournament participation is, in general terms, evidently too high to be sustainable, particularly with so much historic reliance upon sponsorship, and we are working closely with Pure Rush to rework the financial model. It's clearly important to draw paintball into the wider extreme sports arena, diminish the cost of team participation and generate funding revenue's elsewhere. As a one-off stand-alone event, the Euro 5 Man championship is the perfect testing ground".

Pure Rush and Extreme Mayhem would like to thank the event sponsors, the teams who never wavered and everyone who gave such generous support this year, including (in no particular order) The Scottish Warriors, The Ghurkhas, Jewson, Warped Sports, Raw State, Manic, Regency Marquees, PGI, one4one TV, Viledge, Draxxus, Ex Time, Paintball Kit Magazine, Paramina, Funtrak, and Juggling Inferno.

Spectators who purchased tickets to attend the event will be contacted and fully refunded, and all paintball teams have been informed.

For further press information about the 'Euro 5 Man' or Extreme Mayhem, please contact:

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Notes to editors:

Extreme Group & Extreme Mayhem

Extreme Group was started in 1995 by Al Gosling, founder of the Extreme Sports Channel and is a collection of businesses with a shared brand and shared values. Aged 24, passionate about extreme sports and unable to find a job that interested him, Al set up Extreme. Today Extreme delivers a range of branded lifestyle products and services including, Extreme Entertainment (TV), Ex Stores, Extremepie.com (online retailer), Extreme Mob (an MVNO mobile phone network), Extreme Drinks, Extreme Hotels, Ex Parks (sports based theme parks), Ex Freshies (cafés), Extreme Cred, Ex Travel, Extreme Element (sports courses and experience voucher service), Viledge.com (first 'real time live' social network), Extreme Mayhem (paintball), Extreme Medics, Ex Decko (large pic and graphic service), Ex Raw State (apparel and footwear range). 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.

Extreme Mayhem is a new business committed to growing the paintball industry, with a community website that provides a completely free paintball booking directory to a nation-wide network of paintball sites, all of which operate to 'UKPSF' quality standards.

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One4one TV

In two years, One4one.TV has become the world leader in producing and broadcasting paintball movies, using its internet network to reach 110 countries. One4one.TV is also the first provider to secure video on demand broadcasting deals with major US internet providers.

www.one4one.tv is the web cast portal where paintball video fans can view the latest productions, with high quality service and options. The site is visited every day by thousands of paintball fans coming from all over the world.



Download Video
to your TV



In 2006 One4one TV signed a major broadcasting deal with Akimbo System, the USA's largest Video-On-Demand service. This is the first time in the history of paintball that a production company has brought the sport to the new exploding service of VoD. AKIMBO is co-owned by CISCO SYSTEM and AT&T. AT&T Homezone has 8.2 million subscribers.

www.akimbo.com

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AT&T Attacks

AT&T is rolling out two new digital TV services to compete with cable providers.

| HOME ZONE | LIGHTSPEED |
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What:

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| Video on demand over DSL paired with satellite TV from Dish Network | Digital TV over an upgraded network being built by AT&T |
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Where:

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| Anywhere with AT&T DSL service | 19 million homes in 13 states |
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Warren Maxwell and Pure Rush Paintball

The Euro 5 Man Championships is the brain-child of Warren Maxwell, the owner of Pure Rush Paintball (based here in Ashford).

Warren started playing paintball in 1992 and has achieved a simply outstanding career history as a world-class tournament paintballer, playing in teams that have collectively won quite literally over 100 UK competitions in the last 12 years.

His competitive career started with the Dark Angels in '94, followed by a stint with Backlash UK (Pro Team). In 2002 he hit the big-time, joining The London Tigers – the UK team to most successfully compete in the USA (in the NPPL). In the States, paintball is the 3rd largest action sport with over 10million players.

Key career highlights include:

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| 2002 | 1 st UK, 10 th in Europe |
| 2003 | 1 st UK, 6 th in Europe, 4 th place NPPL (Pro semi-finals), represented England in X-ball for full season |
| 2004 | 1 st UK, 3 rd in Europe, 8 th in the world, NPPL world championships - qualified for 3 out of 5 Pro semi-finals (the most successful UK team to ever compete in the USA) |
| 2005 | NPPL world championships – repeated their 2004 stellar performance |
| 2006/7 | Started a new team, the South Coast Stealers – already ranked in the top 40 European teams, and now playing at semi-pro level in Europe |