

The Euro 5 Man Paintball Championships
PRESS RELEASE
August 2007

Ashford to host the 'European 5 Man' Paintball Championships!

Following hot on the heels of the Tour de France, Ashford can boast yet another European sporting event!

Pure Rush Paintball, in association with Extreme Mayhem and One4one TV, is pleased to announce that the **European 5 Man Paintball Championships** will be held at the **Julie Rose Stadium in Ashford**, Kent, on the 10th and 11th of November 2007.

This is actually the fifth annual Euro' 5 Man tournament to be held in Ashford however this year the profile of the event, timed to be the last European paintball tournament of the season, is dramatically raised with the active participation of two key media sponsors:

The Euro' 5 Man Championships will be supported, promoted and marketed by **Extreme Mayhem** (the paintball arm of the Extreme Group that founded the **Extreme Sports Channel**) working directly with Ashford Borough Council, local media and the Extreme Group's wider marketing reach to ensure that the profile of Ashford is raised and that the event is really well attended.

One4one TV from France, the world leader in broadcasting paintball movies, is also filming the tournament for production of a documentary for worldwide broadcast. One4one TV uses its internet network to reach, in 2007, 110 countries and 1.7m viewers.

It gets even better - this year and for the first time, the event organisers are gearing up to welcome spectators of all ages, with plenty of family activities and entertainment included.

The Julie Rose Stadium company chairman, Peter Davison, said: "We are thrilled that the Paintball Championships have returned to the JRS for the 5th year. This event contributes to the broad range of activities and events that the Trust wishes to offer to the people of Ashford."

The European 5 Man will also be strongly promoted by One4one TV in France to ensure a strong participation of French and other European teams. With its Eurostar link and close proximity to European ferry services, Ashford is ideally placed to host European sporting events.

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

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[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.

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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.

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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:

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

Anywhere with AT&T DSL service	19 million homes in 13 states
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When:

Year-end '06	By mid-'08
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Source: AT&T



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:

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

Julie Rose Stadium

The stadium is named after local middle-distance runner Julie Rose who was killed in an air crash in Nov 1985. The foundation stone was laid by Julie's parents Don & Joyce Rose on 10th May 1996 and the track was officially opened on 18th May 1997 by Tanni Grey. This exceptional athletics facility, which cost £3.4m to build, also has an indoor straight track, gym and a licensed bar.

The grandstand is called the Cliff Temple Grandstand after Julie Rose's coach and renowned athletics journalist who died in tragic circumstances in the early 1990s. The tensile canopy which covers the grandstand is made of spun glass coated with Teflon and at 86 x 18 metres is one of the largest structures of its kind ever made.