

PRESS RELEASE  
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### **Ex Entertainment teams up with One4one.tv to bring paintball to mainstream TV**

**Extreme Entertainment** is working in partnership with **Sekwa7prod**, broadcasting as One4One TV, to add new **paintball content** to its catalogue for 2008.

Extreme Entertainment, part of the SMT Group, will be adding paintball content to its catalogue for 2008 in a working partnership with the French production company Sekwa7prod, now the world's leading producer of paintball footage. Paintball remains a fast growing extreme sport; already hugely popular in the US (3<sup>rd</sup> in the top US action sports participation with 10 millions participants in 2005 - source: SGMA 2006), it is swiftly becoming a main-stream sport across Europe.

Paintball content is a good fit with Extreme Entertainment's existing portfolio of action-packed programs. The paintball programming will be produced in association with Sekwa7prod, producer of the popular paintball website One4one.tv. One4one.tv is already achieving an impressive audience growth; with just over 1 million movie-views in 2006 they are on target to reach 1.7 million movie-views and down-loads in 2007, essentially proving that the audience for paintball content exists but is as yet 'untapped'.

Beatrice Sollier, Sales director for Extreme Entertainment said "We are pleased to be adding paintball programs to our catalogue and we believe that now we've found the right format, our clients will definitely enjoy the action-packed content. Paintball is fun to play and fun to watch and the TV opportunity is obvious. Working with Sekwa7prod, who know the sport so well and whose productions are already popular on the internet, is an entirely logical collaboration."

The production of content is already well underway and the first documentary is on schedule for completion in spring 2008.

Mathieu Luquet, General Manager of Sekwa7prod, added, "It has always been one of our ultimate goals to bring paintball to TV. After starting with the internet web-casts, we recently opened the first video-on-demand channel dedicated to the sport of paintball (available in the US). The next logical step is mainstream TV and we certainly couldn't find a better partner to achieve this than Extreme Entertainment. Competitive paintball is a blast - really fast and entertaining, and we firmly believe that it has the potential to be a great sport to show on TV. The real challenge has obviously been in finding the right content to entertain and interest a wide-stream audience, and we are already working with Extreme Entertainment on a great documentary format. This will be distinctly different from the existing web-cast footage that is clearly geared to those that participate in the sport."

The focus of the programming will be on paintball personalities and 'lifestyle', with coverage of not only the tournament scene but also the dramatic scenario side of the sport.

Extreme Entertainment and Sekwa7prod will attend MIP in Cannes this year to present paintball content to national and international TV channels and distributors such as Fox Networks worldwide, The Extreme Sport Channel, Channel 4, National Geographic, etc.

## Editor's notes

### About Extreme Entertainment

Extreme Entertainment is part of The SMT Group which was formed in 2005 following the merger between Extreme Entertainment and Media Action Sports (MAS). Extreme Entertainment provides the domestic and international market place with entertaining, high quality and innovative content in a wide variety of genres and has established a wide range of categories in its portfolio; these include the new categories formats, lifestyle and factual as well as maintaining the long-standing genres of science and technology and sports, travel and adventure. With an authentic position in the global market, Extreme Entertainment counts National Geographic, Discovery, Sony Pictures Entertainment, Fox and Channel 4 and 5 in the UK amongst its clients.

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### About Sekwa7prod

Sekwa7prod company is the world leader in producing and broadcasting paintball since 2004. Based in France, Sekwa7prod focus in bringing paintball to larger audiences on different medias such as the internet, mobile phones, Video on Demand, Peer to Peer TV, Cable and satellite TV and more.

Sekwa7prod operates the international paintball website [www.one4one.tv](http://www.one4one.tv), and is the creator of the first video on demand channel dedicated to paintball, The Paintball Channel.

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