

Extreme - the fastest growing sports

Extreme Mayhem is part of the Extreme Group (that founded the Extreme Sports Channel in 1999). Extreme Mayhem is a new venture with an ambitious strategy to promote and grow UK paintball at all levels, the business has a chilled-out and entertaining "community" website that provides a completely free paintball booking directory to anyone looking for a location to play paintball right across the UK.

extrememayhem.co.uk was developed to help paintballers to get in contact with a paintball venue, (that is the most convenient for them), as quickly and easily as possible. Extreme Mayhem already has a comprehensive nation-wide network of independent affiliated paintball sites, all operating to "UKPSF" quality and safety standards. And the really good news? Extreme Mayhem takes absolutely no agency commission on bookings; customers book with the [Paintball](#) venue direct so getting the best possible value for a great day out.

Globally the fastest growing sports are extreme; in fact according to advertising industry statistics, there are now an estimated 168 million active participants worldwide.

Using the mass marketing capability, strength and kudos of the Extreme brand (the sports channel already broadcasts in over 60 countries in 12 languages reaching no less than a staggering 38 million homes) the group is venturing into specific areas where they believe they can make a real difference, ultimately helping to raise the overall profile of extreme sports.

Since founding the Extreme Sports Channel, the brand has rapidly advanced into numerous sport-orientated businesses around the world, launching several new businesses including Extreme Drinks (with its award-winning range of all natural drinks already selling in 23 countries), Extreme Medics (a unique team of highly qualified and specialised paramedics covering extreme sports events across Europe), EX Element, Extremepie (already Europe's biggest surf & ski on-line and mail-order retailer), Extreme Hotels (a completely new hotel concept designed specifically to cater for extreme sports enthusiasts - the first 130 bedroom hotel opened in Cape Town in November 2006) and now [Extreme Mayhem](#). Oh, and also watch out for the launch of Raw State - the group's new sports fashion clothing label, with foot-ware, watches and eye-ware also in the design pipe-line!

Can Extreme Mayhem really make a difference to the UK paintball scene? You've gotta believe they will!

About the Author

Duncan first started working with the Extreme Group in 2006, and saw the opportunity to use the marketing strength of the Extreme brand to create a sub-brand dedicated to marketing and growing the sport of Paintball.

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