

Taking Apps to the Extreme - The Extreme Sports Company Launch their First Branded App

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To see an online version of this release please go to: <http://www.extremeinternational.com/extremeapp>

To buy this app please go to: <http://itunes.apple.com/gb/app/the-extreme-sports-app/id371429580?mt=8>

The Extreme Sports Company, founders of the Extreme Sports Channel, and owners of the Extreme Brand, one of the world most unique sports brands, are pleased to announce the launch of The Extreme Sports App.

The Extreme Sports App is a gateway into a world of Extreme Sports. It enables users to register their location, measure and then log their activities and compete against other users for awards. It is targeted at anyone who has a passion for any of the 44 extreme sports available on the App. This unique app, developed by Gourmet Pixel, is one of the most sophisticated and functional apps currently available in the market, making full use of all the technologies built into the iPhone.

The App uses our specifically developed Movement platform, which records forces exerted upon the user such as g-force, speed, altitude, inclines and rotations. This data is then synced with their location information and profile to create a log, and positions them in the global charts. Using the GPS on the iPhone users can log the areas they are actively doing the sports, create new places or register with existing ones. The built-in charts allow you to compare your performance against others in a particular field of sports or country. This enables users to compete against friends or even people they don't know for badges, trophies and titles and determine exactly how extreme they really are.

Al Gosling the founder and CEO of The Extreme Sports Company said "This App is incredibly innovative and really encourages people to take part in the sports and push themselves to be as good as they can. We are very excited about this as there is nothing else like it out there and we're delighted Gourmet Pixel have done such an amazing job."

The Extreme Sports App, costing £1.19, uses the iPhone 4 and iPod Touch features to their full potential. It strives on competition and ambition, constantly motivating participants to excel.

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Brand www.extreme.com

About The Extreme Sports Company:

The Extreme Sports Company (www.extremeinternational.com) was founded by Al Gosling in 1995 and is a

pioneering brand management and licensing company that owns the Extreme brand, one of the world's most unique sports lifestyle brands. We started The Extreme Sports Channel (www.extreme.com) which delivers our brand authenticity, credibility and massive exposure 24/7 across the 58 countries and 48 million homes it broadcasts into. From this we run our portfolio of long term licensing partnerships with market leading companies and operate a number of fast growing businesses across the media, consumer products, and service sectors. Today we are driving and developing Extreme Hotels and Parks (sports based hotels and theme parks), Extreme Drinks, Extreme Element (sports courses and experiences), Extreme TV and Extreme State Apparel. Our vision is to inspire our consumers to explore and experience the sports and way of life that is the Extreme brand. Our mission is to build Extreme into one of the world's leading sports life-style brands.

About Gourmet Pixel:

Building on more than ten years of experience in online design and development, and more than five years in mobile development, Gourmet Pixel (<http://www.gourmetpixel.co.uk>) is one of the UK's best Apple iPhone™ and Apple iPad application developers.

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