



February 22, 2008

It's about time...

-- Ex Time, the new cutting edge bad boy of watch brands has just been launched by the guys who originally brought you The Extreme Sports Channel. --

/24-7PressRelease/ - RINGWOOD, UK, February 22, 2008 - Ex Time, the new cutting edge bad boy of watch brands has just been launched by the guys who originally brought you The Extreme Sports Channel. Coming out of the gate with a bitchin' 40 piece range including 4 sub collections; 'Clip & Rip', 'The Money', 'Mile High' male and female and the 'Climate Series', each with killer designs, sleek features and never-been-seen-before styles. For you lucky peeps, the full on Ex Time launches today and is just in time for Christmas, available exclusively on ExtremePie.com one of Europe's leading online lifestyle stores.

The main sharp shooters and definitive large boys of the range are the revolutionary Clip & Rip watches. These dynamite little multi-tool numbers, designed to be clipped to your belt not strapped to your wrist, include fold-out scissors and knife, built in compass and an ultra bright microlight to lead the way, you would be a fool not to carry this tool. From our extensive experience as avid sports participants, we took inspiration from the karabiners used in rock climbing, the harnesses used in Kite Surfing and Wind Surfing and we also looked at what Swiss Army Knife offered. This fresh faced design is brand new on the scene with features and gadgets to impress the rest. We think this will be the must have present for Christmas!

Movin on from the Clip & Rip, 'The Money' range is where classic meets cool, we introduce the sharp and sophisticated Mag Fly with it's mulit-eye dial, robust stainless steel band and a classic face to match your Chevy Chase. It's heavy so you know it's good.

For the Mile High boy and girls in you, feast your eyes on this piece of funk, the Rhino is both dark and mysterious, this piece of kit simply screams respec, so if you want that magic R-word, you're gonna need to strap on this bad boy and join the club.

The finale to our rocket range is our weighted 'Climate Series' collection and it's big beef boy, The One. This piece of kit is jam-packed with features, so you can measure your heart rate, calorie count and fat burn - not forgetting the built in altitude, digital compass and barometer functions. It's our technical heavy hitter and packs a punch so you know the weight is in your corner.

This new and extensive range caters for a mixture of tastes and styles from the ultimate stainless steel experience, the old school digitals, the smooth operators and the bold and beautiful for the money honey's. Ex Time isn't just for the Extreme Sports enthusiasts and gadget hungry junkies, it's about the free and superfly lifestyle which, let's face it, is about time....

Please check out the attached little pics for a taste of what's been mentioned or hit the link below to see the full range in all its glory. Find out which watch buffs that bony wrist and brings back the meaning of Prime Time!!

If you require any further information or would like to test drive a sample, please let me know and I would be happy to sort you out.

Contact Gemma for more information;

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Notes to editors

ABOUT EX TIME

Ex Time is the new cutting edge bad boy of watch brands brought to you by the guys who originally founded The Extreme Sports Channel. Coming out of the gate with a bitchin' 40 piece range including 4 sub collections; 'Clip & Rip', 'The Money', 'Mile High' male and female and the 'Climate Series', each with killer designs, sleek features and never-been-seen-before styles. The designs and technology are both innovative and sharp that mixes up precision, functionality and style. The favourite among our people is the Clip n' Rip collection which defines this range. Both funky and fresh this watch offers something new with an added point of differentiation. These little beauties are all being sold world-wide via a number of key stores and on ExtremePie.com. Check them all out on the link below:
http://www.extremeinternational.com/ex_time.htm

ABOUT EXTREME

Extreme Group was started in 1995 by Al Gosling, 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 Elements (extreme sports courses and experiences), Extreme Hotels, Ex Freshies (cafes), Extreme Entertainment (TV), Extreme Stores, Extremepie.com, Extreme Mobile (an MVNO mobile phone network), Extreme Drinks, Ex Parks (sports based theme parks), Extreme Cred, Ex Mayhem (paintball) and Extreme Medics. 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. For more information please see the "About Us" section on <http://www.extremeinternational.com>

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