



**With sales flying, ExtremePie.com appoints new senior level Managing Director, secures additional funding, launches new web sites and launches marketing initiatives with Kontraband.com**

For immediate release June 2008

ExtremePie.com, one of Europe's leading online fashion, urban and sports retailers has appointed Brian Campbell-Kearsey, former Fat Face executive and all-round retail heavyweight to spearhead ExtremePie's growth plan and site development. Campbell-Kearsey, who led a number of projects at Fat Face and has worked for retailers as diverse as Crombie and TK Maxx, has also been issued significant options.

In parallel with this key appointment, ExtremePie have also received an additional funding commitment from the Extreme Group and Aspen Capital, the £50m pound investment fund. The funds are now in place to help develop the business via organic growth and acquisition. With this support and backing in place it enables the team to continue to drive the current growth, consider any opportunities that may present themselves and work on continuing to improve the great shopping experience, extensive range of brands and the fantastic customer service that has set them apart from their competitors and has been their goal since ExtremePie's launch in 2001.

As part of the over all growth strategy they are committed to building stronger and deeper relationship with the brands and partner suppliers. ExtremePie are therefore offering a white label service for brands and company's to create and run their own branded retail websites thus enabling brands to understand their customers better and start selling direct to consumers. These partnerships work by brands supplying merchandise and stock and ExtremePie supplying the infrastructure, warehousing, online marketing and retail IT systems that they have invested in and developed over the last 6 months.

'With Brian's enthusiasm, drive, considerable wealth of experience and knowledge of multi-channel retail and management systems, ExtremePie are brilliantly positioned to drive expansion in online and offline activity' states Al Gosling, CEO of the Extreme Group, parent company of ExtremePie. 'His experience at Fat Face and strong knowledge of brand and lifestyle culture allows for further development of ExtremePie. It is great to have this excellent retailer on board and working in parallel with the expert online tech team. With the advanced infrastructure in place it will be the perfect opportunity to harness the increased growth the business is experiencing.'

Simon McIntyre, who is Non Executive Chairman and responsible for the high street developments at Extreme and formerly owner of the retail store chain 'Just Add Water', commented: "Sales growth in ExtremePie is running at 25% up and with the successful launch of our first brochure this Spring, we felt that the time was right to bring in a senior level MD of the calibre of Brian to really help lead and drive the business. Brian will ensure that, as we expand, our customer service remains second to none and all areas are managed properly. We feel the sector has been crowded as a result of over distribution but that this will rationalise this year, and will allow the expertise of Brian and his team to maintain and increase the growth."

Brian Campbell-Kearsey adds "I am very pleased to be able to lead a real brand with a distinguished point of difference. In such a competitive retail landscape there is something special about forming a connection with and truly understanding your customers - the team at ExtremePie is committed to delivering this across all areas and I look forward to the exciting times ahead."

Amongst many new marketing initiatives, ExtremePie have just secured a significant partnership in the form of a chartered sponsorship deal with Kontraband.com, the online video and gaming entertainment web site that targets the 18 – 34 viewers, and delivers over 12 million unique users and 50 million page impressions monthly. In this ground breaking partnership ExtremePie.com is

sponsoring the area around the video player on Kontraband and giving their users on-going special offers.

This partnership is set to help build the ExtremePie.com brand, and greatly increase ExtremePie's online exposure. By partnering with leading brands such as Kontraband it will help increase ExtremePie's consumer base, brand reach and drive sales. Things are only going to get bigger...

### **About ExtremePie**

ExtremePie.com was born back in 2001 and since the day they arrived they've made it their mission to unearth, offer and deliver edgy, fresh and funky clothing and accessories at cracking prices direct to your door, all backed by killer customer service.

Whether you surf, skate, ski, or just love the lifestyle and vibe that surrounds these sports then they've got what you're looking for. Mixing it up with everything from boardshorts to bikinis, jackets to beanies, we boast the broadest range of both global and niche brands, from Animal and Vans to Zoo York and Fenchurch.

Always on the lookout for new brands, their buyers continue to trek the globe to discover the next big or small thing! That's just one reason why they've become Europe's largest leading online and mail-order retailer of sports-style gear.

ExtremePie.com works because they're all passionate about what they do; their staff skate, surf, and ride, and being a part of the Extreme Group, the guys that founded the Extreme Sports Channel, they're in good company.

For further information about ExtremePie please contact:

Phil Banton – (t): +44 (0) 8707 555 333 (e) : [phil.banton@extremepie.com](mailto:phil.banton@extremepie.com)

(w): <http://www.extremepie.com>

### **About Extreme**

The Extreme Group is an entrepreneur led collection of companies which were started in 1995 by Al Gosling and all share the Extreme brand and a set of specific values. Today we deliver a range of branded lifestyle products and services including; Extreme Sports Channel (TV), Extreme Hotels, Extreme Stores, Extremepie.com (retail), Ex Raw State (apparel, footwear, sunglasses and watches) Extreme Drinks, Ex Freshies (café restaurants), Extreme Cred (pre pay credit cards), Extreme Element (sports courses and experiences service) and Extreme Medics. The global recognition of the brand is due to the fact that a number of the businesses are active across numerous countries and the ongoing 24/7 exposure that the brand receives via the Extreme Sports Channel which is currently broadcast to over 40 million homes in 60 countries and in 12 languages. We currently operate in more than 70 countries around the world, employ 247 people. We believe in doing things differently, offering people something new, being innovative and giving real value for money. For more information please see the 'About us' section on [www.extrememediagroup.com](http://www.extrememediagroup.com)

For further information on Extreme please contact:

Gemma Parkinson – (t): +44 (0) 207 244 1000 (e) : [gemma@extremeinternational.com](mailto:gemma@extremeinternational.com)

(w): <http://www.extremeinternational.com>