



Press Releases

September 2009

EXTREME HOTELS LAUNCHES NEW AUSTRALIAN AD-VENTURE RESERVATIONS FOR THE NEW GENERATIONS

Extreme Hotels, one of the world's most ground breaking hotel brands and Best Management Group, one of Australia's leading hotel management companies are very pleased to announce they are going to develop and roll out Extreme Hotels across Australia together.

The Extreme Group of companies and Extreme Sports Channel was founded by Al Gosling in 1995 and was born from a fundamental passion for extreme sports and a vision to inspire people to go out, explore and experience the sports, the music, the fashion and the way of life that we love and the Extreme brand represents. With the Extreme Sports Channel broadcasting into over 60 countries, 14 languages and millions of homes around the world and the constant 24/7 exposure that the Extreme brand receives via this we have been able to build a family of branded businesses and move into a number of relevant areas that fit with our brand our vision and our mission. Today Extreme businesses cover: Hotels, TV, Restaurants, drinks, clothing, footwear, eyewear, watches, high street and online stores, travel and experiences, a mobile network, pre-pay credit cards and theme parks and operate in 70 countries around the world.

Extreme Hotel's vision is to inspire our guests to explore and experience everything the Extreme brand is about by creating a collection of cutting edge extreme sports inspired hotels around the world that are totally different from the standard bland 'me-too' hotel chains out there today.

We are achieving this by providing our guests with an inspiring experience; not just a place to stay and delivering great service, tasty food, a killer bar, high quality innovative design, cutting edge technology and as you'd expect the best local advice and access to extreme sports facilities, packages and equipment for all our guests. We're talking about channeling the passion and exhilaration of extreme sports and unleashing it into the conservative world of hotels.

Located in the some of the finest beach, mountain, snow and urban destinations around the world, and aimed at everyone who is looking for something away from the norm and who lives, loves and revels in the music, the fashion, the travel, and the adventures that the lifestyle that surrounds the sports delivers

Extreme Hotels is now set to expand in and around Australia, in partnership with Best Management Group which is long established in the region, run by a great team, has a great track record and already operates a boutique range of properties comprising 846 rooms on the eastern seaboard, with a similar number at varying stages of development.

"We see the EXTREME Hotels brand having tremendous capacity for growth in this region due the raw, inspiring and irreverent essence of the EXTREME brand and how well it fits with many of our local destinations" said Catterall. We already have an established client base of developers and investors who see merit in applying the unique and internationally appealing EXTREME brand. The potential to revitalise established properties and develop exciting new hotels from the ground up is huge" stated David Catterall.

"What can I say? We have found great people to make this happen with in Australia and what a great country to be rolling out Extreme Hotels in, not only is this one of the world's leading extreme sports destinations, but it personifies what the Extreme brand is all about. Our mission is to deliver hotels that inspire and revolutionize what's on offer in the market today and with Best Managements network and skills, our Extreme Hotels brand and our joint experience we are perfectly positioned to deliver on our vision, move into Australia, ride the wave of attention that the Extreme brand is attracting and totally deliver for both our guests and our property partners alike" Said Al Gosling, Founder and CEO of Extreme.

David Catterall CEO of Best Management added The Extreme Group has thrown out the rule book, and created a hotel brand which sets pulses racing and offers adventure and comfort in equal measure. Extreme's relentless commitment to pushing the boundaries, fostering innovation in design and delivering high quality products are what attracted us to move on this partnership. In doing so, together we will deliver a collection of hotels which really offer something new and capture the essence of the Extreme brand and what it's all about.

INSPIRE TO EXPLORE TO EXPERIENCE

For more information contact

Best Management Group – Hotel & Resort Experts
Bridget Catterall, General Manager
Level 12 Toowong Tower
Sherwood Road
TOOWONG
Q 4066
AUSTRALIA
Ph + 61 7 3870 1499



Email gm@bestmanagement.com.au
Web www.bestmanagement.com.au

EXTREME Group and Extreme Hotels
Al Gosling, CEO
245 Old Marylebone Road
LONDON NW1 5QT
Ph +44 (0) 20 7244 1000
Email al@extremeinternational.com
Web www.extremeinternational.com
Web www.extreme-hotels.com

Note to Editors

About Extreme

The Extreme Group was started by Al Gosling in 1995 and is a collection of companies that have all been born from a fundamental passion for extreme sports and the vision to inspire people to go out, explore and experience the sports, the music, the fashion and the way of life that the Extreme brand represents. Our mission is to deliver a range of branded lifestyle products and services which reinforces our vision and today the group includes Extreme Hotels, Extreme State (stores, clothing, footwear, watches, luggage and equipment) Extreme Freshies (Restaurants), Extreme Element (courses and experiences), Extreme Entertainment (TV), Extremepie.com (online retail), Extreme Mob (mobile phone network), Extreme Drinks, Extreme Parks (sports based theme parks) Extreme Medics, Extreme Publishing and Extreme Cred (Pre pay credit cards). 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.

About Best Management Group

Extreme Established 1999, Best Management Group is a Brisbane based management company specialising in the management of hotels and resorts. The company has steadily emerged to operate an impressive portfolio of properties across the Australian eastern seaboard, and secured an ownership clientele of prestigious public companies, high net wealth individuals, development companies and property investment syndicates.

Al Gosling, CEO and founder of EXTREME announced the arrangement today together with David Catterall, Director of Best Management Group.

www.extremeinternational.com



Pictured

Geoff Parkinson (Extreme Hotels)
David Catterall (Best Management Group)
Al Gosling (Extreme Group)