

ExtraOrdinary Sports

The Official Newsletter of

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eXtreme
Sports
Rentals

Extreme Sports Rentals Launches New Skateboarding Product



Extensive market research has led Extreme Sports Rentals to introduce a new skateboarding product line. We have signed an exclusive sales and rental agreement with the industry-leading company Sk8Boards. We have also created several vacation package offers that include Sk8Boards rentals.

The first package will be a specially-priced introductory package that includes one free lesson and one all-day admission pass at participating skate parks.

We will also offer the free lesson and admission pass as a part of our popular sampler package which includes a choice of several rentals. Designed for an intense and exciting skateboarding experience, our rental package will allow you to experience the thrills and spills of skateboarding safely.

Early bookings for this new product have been very encouraging. It is expected to increase our revenue for the third quarter by fifteen percent.

Congratulations to the market research and product development teams for their work on launching this exciting new product.

Joanna Smith Named Employee of the Month

Extreme Sports Rentals is pleased to announce Joanna Smith has been named employee of the month. Joanna works in our vacation packaging division and was instrumental in making the launch of our new skateboarding rental line a success.

Joanna joined our company from Fantasy Vacation Planners. She joined our company to launch an aggressive move into planned vacation packages marketed through travel agents.

Joanna and her husband Bob have three children, Joe, Harry, and Nancy. Joanna is an avid



skier and will receive a skiing weekend for two at the Pinnacle Resort high in the Rockies overlooking the majestic Colorado river.

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Company Mission Statement

Extreme Sports Rentals provides customers with the best possible extreme sports experience. We value customer service, customer safety, and customer satisfaction. We guarantee low prices and provide the best gear on the planet. Each employee is dedicated to maximizing every customer's journey to the extreme in confidence and style!



A Note to Our Readers

This is the first publication of our own company newsletter. Michael Wade, a graduate of Southern Polytechnic State University in Marietta, Georgia, has been hired to work with our in-house advertising and publications department. Michael brings expertise with technical communication to the organization and will publish Extreme Sports Rentals' bimonthly newsletter titled ExtraOrdinary Sports.

The newsletter will be available to all our staff, our customers, and our marketing partners which include travel agents, vacation planners, and travel packagers. News features will include information about our employee family, featured sports, as well as new products and services that we may offer in the future.

New brochures and a redesigned Web site are other projects that Michael will soon be working on. This is part of a strategy to improve our visibility in the marketplace. We are also planning a multimedia presentation for travel agents and travel consolidators to feature all of our products and packages.

Story suggestions for the Extreme Sports Rentals newsletter are welcomed by mail or e-mail.

Watch for new Extreme Sports Rentals information from our in-house expert Michael Wade.