

ATTENTION FIELD AND STORE OWNERS...



EXCLUSIVE NO COST FREE ADVERTISING TV OFFER



National Paintball Supply
570 Mantua Boulevard
Sewell, NJ 08080
NationalPaintball.com



Dear Valued Customer,

Over the past 15 years, paintball, which I first enjoyed as a player, has grown into one of the top three Xtreme sports with nearly 10 million players in North America alone. During this same time frame, National Paintball Supply has been so fortunate as to become the World's largest supplier with eight locations worldwide. While we always do all we can to further paintball's growth, I recognize that none of this would be possible without the tireless efforts of our loyal customers.

A few years ago we made a momentous decision to purchase Paintball 2Xtremes Magazine. We did not enter into this venture lightly. At the time there was a great deal of controversy surrounding the publication and there were some who doubted our ability to operate a magazine without falling into habitual self-promotion. Through the talents of an outstanding staff and a commitment to produce an unbiased family friendly publication, Paintball 2Xtremes has grown into the premier paintball magazine, boasting the largest subscription base in our industry.

Convinced that continued growth requires continued efforts, we are pleased to bring you Paintball 2Xtremes Television on Spike TV. This 30 minute magazine format television show will air every Saturday beginning on October 2nd through Christmas day. Spike TV is broadcast to over 90 million homes in North America and is a favorite among our player base. The show will feature event coverage with tech speak, product spotlights, player advice and a strong safety message each week. Even moderate viewership should result in significant exposure to millions of new players.

A critical part of the plan for Paintball 2Xtremes Television is to drive many new players to your playing sites and pro-shops. Each show will contain commercials devoted to directing the viewer to some of the better pro-shops and playing locations. Contact your sales representative for details regarding this referral program. On behalf of all of us at National Paintball Supply and Paintball 2Xtremes I sincerely offer our gratitude for your continued patronage and pledge to continue to focus on the growth of our favorite pastime.

Best regards,

Gino Postorivo

CALL TODAY TO TAKE ADVANTAGE OF THIS GREAT FREE TV AD OFFER! 1.800.346.5615

Paintball 2Xtremes Brings You To Over 90 Million Homes!

Paintball 2Xtremes Magazine, paintball's premier magazine, is taking our successful format to the airwaves. Beginning October 2nd, Paintball 2Xtremes

in conjunction with **Spike TV** will make paintball available to television sets in over **90 million homes** in North America. Each of the thirteen episodes being shown every Saturday from October 2nd through Christmas day, will center on event coverage with player tips from the very best players, along with tech and safety instruction and a variety of feature stories.

As the primary sponsor of Paintball 2Xtremes TV, **National Paintball Supply** is building a TV commercial



*87MM Homes in the US and/or 94MM homes including Canada.



focused on driving current and future players to your playing site and/or pro-shop. The commercial will show the advantages offered by businesses such as yours to any-

one who is just getting into the game or primarily plays "backyard ball". The viewer will be directed to a dynamic web page where they can search for the nearest preferred pro-shop or play site.

There is **no additional cost** to be listed on this soon to be advertised referral page. Contact your sales representative for details to take advantage of this exclusive offer. Paintball 2Xtremes and National Paintball look forward to helping you take your business to the Xtreme!

Paintball Industry Hits The Billion Dollar Mark!

- Currently, there are over 9.8 Million Paintballers in America!**
- More Money is spent on Paintball equipment than Racquetball, Table Tennis, Volleyball, Water Skiing, Bowling, Tennis, Basketball, Football or any other Extreme Sport!†
- Nearly 1.5 Million Paintballers play 15+ times per year.**
- Frequent players are 92% male.**
- 79% of Paintballers are male.**

With a modest 5% response to this Paintball 2Xtremes TV Campaign, the sport of Paintball will experience a player growth of 4.5 MILLION new players, or \$350 MILLION IN ANNUAL SALES!

So, How Do YOU Get YOUR Share?

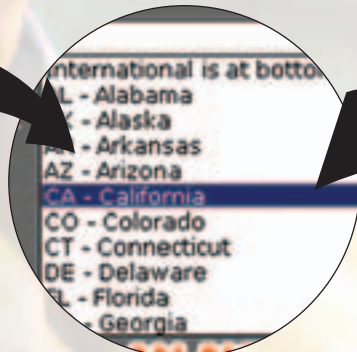
Turn page to find out... ➤



TV Commercial will excite potential players and direct them to a website search page.



Future customers will find YOU simply by searching our preferred store/playing location database!



Speak with one of our sales consultants today to find out how National Paintball Supply and Paintball 2Xtremes can maximize your customer traffic by listing **YOU** as one of our preferred stores or playing locations. There is **NO COST** to be added to the list!

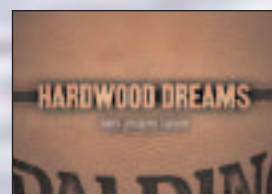
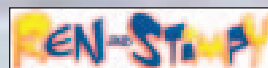
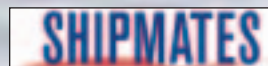
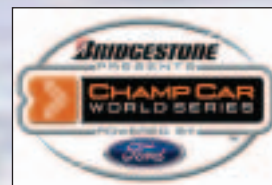
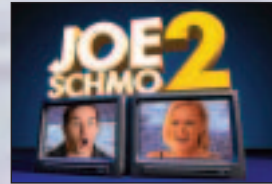
Call Today!
1.800.346.5615.



SPIKE TV

Formally known as TNN, SpikeTV is distributed to over 90 million homes in North America. As part of the Viacom entertainment family (CBS, Paramount, Showtime, VH1, MTV, etc...) no one network has the edgy focused appeal offered by SpikeTV.

More males watch SPIKE than Discovery, HBO, TNT, History Channel, Sci-Fi Network and MTV combined!* This is THE high energy network for THE high energy game. What better way to bring in more customers, more players and more dollars?



OCTOBER						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2 9:00 AM EASTERN & PACIFIC
3	4	5	6	7	8	9 9:00 AM EASTERN & PACIFIC
10	11	12	13	14	15	16 9:00 AM EASTERN & PACIFIC
17	18	19	20	21	22	23 9:00 AM EASTERN & PACIFIC
24	25 31	26	27	28	29	30 9:00 AM EASTERN & PACIFIC

NOVEMBER						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6 9:00 AM EASTERN & PACIFIC
7	8	9	10	11	12	13 9:00 AM EASTERN & PACIFIC
14	15	16	17	18	19	20 9:00 AM EASTERN & PACIFIC
21	22	23	24	25	26	27 9:00 AM EASTERN & PACIFIC
28	29	30				

DECEMBER						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4 9:00 AM EASTERN & PACIFIC
5	6	7	8	9	10	11 9:00 AM EASTERN & PACIFIC
12	13	14	15	16	17	18 9:00 AM EASTERN & PACIFIC
19	20	21	22	23	24	25 9:00 AM EASTERN & PACIFIC
26	27	28	29	30	31	

Clip and display at your store or playing location.

PAINTBALL 2XTREMES