

PAINTBALL 2XTREMES



FOR IMMEDIATE RELEASE

PAINTBALL 2XTREMES Magazine to be Represented by
CMG in the Wholesale and Retail Marketplace

New York, March 17, 2005 - Paintball 2Xtremes Magazine, already a leader in the paintball industry, has signed a long-term agreement with Comag Marketing Group LLC (CMG) for the sales, marketing and distribution of Paintball 2Xtremes Magazine (PB2X) in the United States, Canada and abroad, beginning with the July, 2005 issue. The agreement was announced jointly today by Gino Postorivo, Jr., Publisher of PB2X and Michael L. Sullivan, President and Chief Executive Officer of CMG.

In making the announcement, Gino Postorivo described securing CMG's representation as a watershed event for the magazine. "By signing with one of the biggest and most respected magazine marketing companies, PB2X joins a product line that includes many of publishing's biggest brands. CMG's professional sales staff, which secures checkout pockets for Cosmopolitan, TV Guide and Us Weekly, to name just a few-and which performs magazine category analyses for Kroger and Wal-Mart along with other leading retailers-will now manage the single copy sales of PB2X. CMG has long experience marketing to the young, predominantly male magazine buyer. Now, they can sell PB2X alongside ESPN: The Magazine, The Sporting News and GamePro. What convenience store operator wouldn't want those titles? Our relationship with CMG will go a long way toward securing broader distribution of PB2X within the traditional magazine-selling retail channels. We're very excited to be working with them."

Michael Sullivan said, "Over the past several years, Paintball 2Xtremes has markedly improved its editorial, increased its frequency, and developed an effective, specialized distribution network to paintball stores and playing facilities. They have established themselves as the authoritative source for a still-growing industry with more than \$4 Billion in annual sales. The ten million paintball participants in the U.S. are on average just 20 years old. We think they will look for PB2X in more retail locations as they continue to pursue their interest in the coming years. Gino Postorivo and his team have developed a high-quality magazine covering an increasingly popular topic that appeals to a hard-to-reach audience demographic. To those 'big pluses' I believe CMG can add improved distribution that will help PB2X to significantly increase its single copy sales."

For more information about PB2X please visit, www.pb2x.com or call 1.888.834-6026.