

For Immediate Release



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NEED HELP WITH HOLIDAY SHOPPING?

Mountain Travel Sobek Offers the Ultimate Gift!

EMERYVILLE, CA—November 6, 2007—What do you get for someone who already has everything? The gift of travel, of course! It's the ultimate experience and one that can be shared—a superior alternative to the typical gift exchange! Mountain Travel Sobek, North America's most experienced and respected adventure travel company—the leader in the industry, has scheduled more than 30 of their exciting worldwide adventures to depart over the holiday season, from Thanksgiving through the New Year. These trips are ideal opportunities for sharing cherished moments with families or friends, a wonderful gift for single travelers to treat themselves, and perfect end-of-the-year getaways for everyone!

The company's holiday offerings include destinations all over the world and activities to suit a variety of interests: hiking and trekking trips in Patagonia, Mexico, and Nepal; sea kayaking adventures in Panama, Baja California, and Palau (just added!); multisport fun in Costa Rica and Hawaii; cultural journeys in West Africa, Egypt, Mali, and Morocco; and wildlife trips in Botswana, Antarctica, Central America, and the Galápagos Islands—especially great for families of all ages!

Since airfares and space become a premium as the holidays draw closer, MTS recommends reserving a spot as soon as possible to avoid disappointment.

“What we're seeing is a split between travelers who book years in advance, and those who book at the last minute. Last year we had someone book for Antarctica less than a week in advance!” commented Kevin Callaghan, Mountain Travel Sobek President and CEO. “But we still have space on many trips—and we do everything we can to accommodate last minute bookings to help people celebrate the holidays and have the trip of their dreams,” he added. For more information on holiday departures, see Mountain Travel Sobek's website at www.mtsobek.com/enews/10_04_07/.

Mountain Travel Sobek wrote the book on adventure travel, pioneering the concept of small-group adventure travel more than 35 years ago, and has been exploring the world in imaginative ways ever since. It is the most experienced company you can choose for a trip to a remote place, and you can count on them to make your trip safe, memorable, and fun.

For more information, or to inquire about Mountain Travel Sobek's exciting adventures, call **1-888-MTSOBEK (1-888-687-6235)** or visit the website at www.mtsobek.com.

Note to Editor: Images and interviews are available upon request. For further press information, please call Anna Stancioff at Hawkins International Public Relations at 1-212-255-6541.

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