

For Immediate Release



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MOUNTAIN TRAVEL SOBEK ANNOUNCES APPOINTMENT OF DIRECTOR OF MARKETING & SALES



EMERYVILLE, CA—November 30, 2005—Mountain Travel Sobek, the widely acknowledged leader in providing adventure trips to scores of worldwide destinations, recently announced the appointment of Kimberly Beck as the company's new Director of Marketing and Sales.

Ms. Beck joins Mountain Travel Sobek from Walmart.com, where she was a senior marketing manager responsible for category marketing and marketing planning during an aggressive growth period. Prior to joining Walmart.com in 2003, Ms. Beck spent four years at The North Face, first as a marketing manager, then in international brand management, and finally as a senior brand manager. She received her BA in design from UCLA, and began her career in marketing at UCLA Recreation before returning to graduate school at the Anderson School at UCLA and obtaining an MBA in 1996.

Kevin Callaghan, president and CEO of Mountain Travel Sobek, said "we are delighted to welcome Kim aboard. She brings a strong blend of creative, outdoor industry, and state-of-the-art integrated database marketing to MTS and her expertise will be invaluable in helping us go to our next stage."

In addition to her career accomplishments, Ms. Beck is an avid outdoor enthusiast, with skiing, cycling, hiking, backpacking, camping, whitewater rafting, and rock and ice climbing as her favorite pursuits. She spent three seasons as a whitewater rafting guide on California's Kings River and is currently a candidate for Tahoe Backcountry Ski Patrol. "I am thrilled to be joining Mountain Travel Sobek at this exciting time! This is an incredible opportunity to rejoin my two passions—marketing and business strategy, and adventure and the outdoors—and to drive corporate growth."

About Mountain Travel Sobek

The pioneer in adventure travel, Mountain Travel Sobek has been in operation since 1969 and has a well-deserved reputation for its high quality, innovative adventures to destinations the world over. MTS was the first company to lead Americans trekking in Nepal, climbing Kilimanjaro, small boat sailing in the Galápagos, and also made first descents of more than 65 rivers around the world. Throughout the years, MTS has delighted in sharing with thousands of travelers its love of the outdoors and passion for natural places and unique cultures.

For more information, visit the website at www.mtsobek.com or call **1-888-MTSOBEK (687-6235)**.

Note to Editor: Interviews are available upon request. For further press information, please call Jennifer Hawkins at Hawkins International Public Relations at 1-212-255-6541.