



NEWS RELEASE

FOR IMMEDIATE RELEASE

Land Rover's Raid the North Extreme to Air on OLN & TSN

Local Team North Wind Featured on WTSN

TORONTO, ON. – August 15, 2002. Frontier Adventure Racing Inc., Canada's premiere adventure racing company is pleased to announce that an agreement has been reached with OLN (Outdoor Life Network) and TSN (The Sports Network), Canada's largest and most watched sports network to air a one-hour feature on Land Rover's Raid the North Extreme this Fall. This 6-day, non-stop adventure race which is scheduled to take place in the Yukon August 25-30 will take 26 international teams of four through a grueling 500+ km course of mountain biking, canoeing, trekking and fixed ropes.

OLN and TSN's coverage of Land Rover's Raid the North Extreme will not only capture the action and drama from the field, it will also showcase the rich culture and history of the Yukon which inspired the design of the racecourse. "This year's Raid the North Extreme race promises to be one of the most exciting and unique adventure races ever held in North America," said David Zietsma, president of Frontier Adventure Racing. "With the help of the Yukon First Nations we have designed a racecourse that not only showcases the stunning wilderness and rugged terrain of the Yukon, but tells a story of survival in these harsh but beautiful lands."

In addition to the coverage on OLN and TSN, Team North Wind will be featured in a half-hour documentary on WTSN and the Knowledge Network in B.C., as part of a new series called 'They've Got Game'. Team North Wind is one of four local teams competing in the race and the only team, which is comprised of three women and one man. This half-hour documentary will capture the trials and tribulations of this rookie team as they train and set out on this extreme adventure.

For live coverage of the race, check out www.RAIDTHENORTH.com for up to the minute race information, standings, team profiles and pictures. Also check out www.ARExtreme.com, the world's most respected adventure racing resource, which will also be featuring daily race stories and pictures.

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About Land Rover's Raid the North Extreme

Scheduled for August 25-30, this 6-day, non-stop race will take teams of four through a 500+ km course of canoeing, trekking, mountain biking and rappelling through the Yukon's vast wilderness interior. Extreme is not meant for first-time competitors or those without significant wilderness experience. The course will be technical with very challenging navigation, long stretches of remote wilderness and plenty of decision-making. A total cash purse of \$30,000 CDN will be awarded: first - \$15,000, second - \$8,000, third - \$4,000, fourth - \$2,000, fifth - \$1,000. The winning team will also receive free entry into the World Championship Adventure Race to be held in 2003.

About Frontier Adventure Racing Inc.

Adventure racing is the fastest growing sport in the world, and Frontier Adventure Racing Inc. is leading that growth in Canada with its incredibly popular races and training programs. Now in its fifth year of operation, Frontier Adventure Racing has established an international reputation for solid logistics and challenging racecourses. These non-stop races, ranging in length from the 5-8 hour, Salomon Adventure Challenge, 36-hour Raid the North Series and the 6-day Raid the North Extreme, require teams to trek, mountain bike, paddle and negotiate fixed ropes, while navigating an unmarked course through the wilderness. Likened to an expedition with a stopwatch, adventure racing requires teamwork, perseverance and strong navigation and wilderness survival skills.

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