

NEWS RELEASE

FOR IMMEDIATE RELEASE

Snow Reigned at Salomon Adventure Challenge Winter Race

TORONTO, ON. – March 4, 2002. Frontier Adventure Racing Inc., Canada’s premiere adventure racing company and Horseshoe Resort, are excited to announce the results of the first Salomon Adventure Challenge Winter Race. Hosted by Horseshoe Resort in Barrie, Ontario (March 3), this 5-8 hour adventure race saw teams cross-country ski, snowshoe and mountain bike their way through a 40+ km unmarked course in and around Horseshoe Valley and the surrounding area.

Team L.U.S.T. from Thunder Bay, Ontario came in first place with a time of 5 hrs, 1 min. Close on their heels was coed team, Supplierpipeline from Belfountain, ON who crossed the finish line just 17 minutes after them. A total of 11, of the 13 teams competing, completed the race, including four unranked teams. The following is a complete list of the final results:

Rank	Team Name	Location	Finish Time
1st (open)	L.U.S.T.	Thunder Bay, ON	5 hrs, 1 min
1st (coed)	Supplierpipeline	Belfountain, ON	5 hrs, 18 min
2nd (open)	Silent Skreem	Toronto, ON	6 hrs, 1 min
2nd (coed)	Flying Dogs	Waterloo, ON	5 hrs, 46 min
3rd (open)	La Maudite Equipe	Daniel Lacoste	6 hrs, 44 min
3rd (coed)	OM MANI	Waterloo, ON	7 hrs, 10 min
4th (open)	F.A.R. Out	Toronto, ON	6 hrs, 49 min
UR	ZWEI-HERREN	London, ON	7 hrs, 48 min
UR	Pure Endurance	Toronto, ON	8 hrs
UR	Tartan Terror	Mississauga, ON	8 hrs, 3 min
UR	Running Free	Etobicoke, ON	8 hrs, 3 min

This inaugural Salomon Adventure Challenge winter race, which included a field of 13 teams from across Ontario, began at 10 a.m. on Sunday morning with rain and mild temperatures. The first leg of the race involved a 7 km ski through a maze of trails at Horseshoe’s Nordic Centre. From here they put on their snowshoes for a 5 km trek through dense hardwood forests. This portion of the race was where many teams lost their way and took more time then expected to reach the second transition area. As a result the third leg of the race, a 21 km mountain bike on snowpacked trails and roads, was shortened to 18 kms mainly on rough back roads. It was during this leg of the race that the temperatures dropped significantly and the rain turned to snow and slush to ice. It was a slippery and windy ride to the third transitions area that was located just south of Horseshoe Valley. Here teams once again got onto their skis to make the 7 km journey back to the finish line at the Nordic Centre.

Salomon Adventure Challenge races were introduced last year as a fun, yet challenging way to enjoy adventure racing. The races are open to anyone 16 years of age or older and each team must consist of three athletes. Cost per team is \$300 CDN. The schedule for this year's Salomon Adventure Challenge Series is as follows:

March 3	SAC - Horseshoe Resort (Barrie, ON)
May 4	SAC - Bark Lake (Ontario)
June 1	SAC - Tremblant (Quebec)
June 15	SAC - Apex Mountain Resort (Penticton, BC)
June 23	SAC - Parry Sound (Ontario)
July 20	SAC - Sussex (New Brunswick)
August 10	SAC - Tri-Town Area (Haileybury, ON)
September 15	SAC - Western Quebec
September 21	SAC - Elliot Lake (Ontario)

About Salomon Canada

Salomon is one of the portfolio of sports brands of adidas-Salomon AG, the number two sporting goods manufacturer in the world. In Canada, Salomon is based in Concord, Ontario. Salomon design, development, and manufacturing are located in Annecy, France, and Boulder, Colorado. Salomon products include technical mountaineering, backpacking and outdoor footwear; inline skates; cross-country ski boots and bindings; alpine skis, boots and bindings; Snowblades™; snowboards, and snowboard boots and bindings. The adidas-Salomon brand portfolio also includes adidas footwear and apparel, TAYLOR MADE golf clubs and accessories, MAVIC wheels and bicycle rims, and BONFIRE SNOWBOARDING apparel and accessories. Salomon information can be accessed on the World Wide Web at www.salomonsports.com.

About Frontier Adventure Racing Inc.

Adventure racing is a new sport that has exploded in popularity across North America. Frontier Adventure Racing Inc. is leading that growth in Canada with its incredibly popular Raid the North series. Now in its fourth 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 36-hours to six-days, require coed teams of four to trek, mountain bike, canoe and negotiate fixed ropes, while navigating the unmarked racecourse through the wilderness. The exact course is kept secret until the night before the race and, even then, teams are only given topographical maps and grid coordinates for the checkpoints they must reach in order. Likened to an expedition with a stopwatch, adventure racing requires teamwork, perseverance and strong navigation and wilderness survival skills.

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