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NEWS RELEASE

FOR IMMEDIATE RELEASE

Horseshoe Resort to Host the First Salomon Adventure Challenge Winter Race

Cross-Country Skiing, Snowshoeing, and Mountain Biking

TORONTO, ON. – February 4, 2002. Frontier Adventure Racing Inc., Canada's premiere adventure racing company and Salomon Canada announced today the launch of the first Salomon Adventure Challenge Winter Race. The winter event which will be held at Horseshoe Resort in Barrie on March 3, is a five to eight hour race, that will take teams of three through a 40+ km unmarked course of cross-country skiing, snowshoeing and mountain biking.

"We are very excited to announce the launch of the first Salomon Adventure Challenge winter race", said Salomon Canada's Sports Marketing Manager, Wayne Best. "Our involvement with this race series is representative of Salomon's commitment to promote and develop adventure racing in Canada, and we're excited about the opportunities the Salomon Adventure Challenge will provide to encourage more participation in the sport."

Salomon Adventure Challenge races were introduced last year as a fun, yet challenging way to enjoy adventure racing. This will be the first SAC race that will not run in conjunction with FAR's Raid the North races. This winter race marks the first step in an expansion of the series to include three stand-alone races – the others to be held this summer in Quebec and Southern Ontario.

"Due to last year's overwhelming response towards this format of race, we saw this expansion as a logical step towards growing the sport and introducing the Salomon Adventure Challenge Series to a broader audience of outdoor enthusiasts", said Pete Cameron, Salomon Adventure Challenge Series Manager.

"We are delighted that Frontier Adventure Racing is bringing the Salomon Adventure Challenge to Horseshoe Resort," said Cindy Fisher, Marketing Manager of Horseshoe Resort. "While allowing us to showcase all that our resort has to offer in the way of facilities, accommodations and amenities, it also gives athletes the opportunity to showcase their abilities over an unknown course in the beautiful Horseshoe area."

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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:

SAC-Horseshoe Resort (Barrie, ON) - March 3

SAC - Bark Lake, ON - May 4

SAC - Tremblant, QC - June 8

SAC - New Brunswick - July 20

SAC - New Liskeard, ON - August 24

SAC - Elliot Lake, ON - September 21

**Additional dates and locations to be announced in February.*

Frontier Adventure Racing will also be looking for a number of local volunteers to assist in the management of this event. And although, many volunteers travel from out of town to participate, organizers prefer to work with local volunteers who are familiar with the area. For more information about volunteering, please contact Frontier Adventure Racing Inc. at 1.877.846.8889 or email info@far.on.ca.

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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