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**BOULDER, CO-BASED INTREPID TRAVEL RANKED #1
ON OUTSIDE MAGAZINE'S "BEST PLACES TO WORK IN THE US" ANNUAL LIST**

Adventure Travel Company Encourages Employee Eco-Consciousness and Exploration

Boulder, CO, April 9, 2009 – Intrepid Travel (www.intrepidtravel.com) today tops *Outside* magazine's (www.outsideonline.com) second annual "Best Places to Work" list. Intrepid was ranked No. 1 out of 30 selected companies. The full list and related story will be published in the May issue of *Outside* magazine, available on newsstands April 14, 2009.

Intrepid's Boulder office opened in November 2007 and modeled its employee practices after Intrepid's head office in Melbourne, Australia. According to Tiffany Richards, President of Intrepid Travel's Boulder office, "Our company philosophy is very much about promoting responsible travel, getting off the beaten path, helping to support positive change, and having fun along the way. It's more than what we sell, it's our lifestyle too. So we've implemented programs and policies for our employees that help them maintain a work/life balance that keeps them smiling when they come into the office each day."

Outside's "Best Places to Work" list was compiled with the help of the Outdoor Industry Association (outdoorindustry.org) and Best Companies Group (bestcompaniesgroup.com). The year-long selection process began with an outreach effort that identified a wide range of non-profit and for-profit organizations in the United States. Participating companies were then sent confidential employee-satisfaction surveys and employer-questionnaires to collect information about benefits, compensation, policies, job satisfaction, environmental initiatives, and community outreach programs. All of the results were analyzed by Best Companies Group experts, who selected the 30 companies that best enable employees to balance productivity with an active, eco-conscious lifestyle.

"These 30 companies share a common belief: that the secret to success in any economy is empowering employees to live balanced lives and remain committed to their communities and the environment," said Michael Roberts, Executive Editor of *Outside*. "Our winners know that happy workers are good for the bottom line. So even in the current financial storm, they're offering on-site fitness classes and massage, reimbursements for gym memberships and ski passes, flexible hours, amazing travel benefits, and opportunities for on-the-clock community service."

Intrepid's company perks include free travel for all employees, free public transportation passes for the Denver/Boulder area to encourage the environmentally-friendly use of public transport, paid days off for volunteering, and a generous 4-week paid time off policy. Intrepid also encourages socializing with a monthly pot-luck lunch, on-the-company Friday happy hour and a bring-your-pet-to-work policy.

"It's hard to be grumpy at work when Fido is sitting at the desk next to you," says Richards.

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ABOUT INTREPID TRAVEL PTY. LTD.

With 20 years of experience, Intrepid Travel is one of the world's leading small group adventure tour operators. Intrepid Travel takes around 80,000 travelers to over 100 countries worldwide, each and every year. Intrepid trips are designed to go off the beaten track, meet the locals and travel in an unconventional way, joining locals on their transport, in their markets and even in their homes. Intrepid employs close to a thousand employees in nearly 20 countries worldwide.

ABOUT OUTSIDE MAGAZINE

Outside is America's leading active lifestyle magazine, with over two million readers a month. For more than 30 years, the magazine has covered travel, sports, adventure, health, and fitness, as well as the personalities, the environment, and the style and culture of the world *Outside*. Along with receiving many other accolades, *Outside* is the only magazine to win three consecutive National Magazine Awards for General Excellence. Visit the magazine online at www.outsideonline.com.

ABOUT BEST COMPANIES GROUP

Best Companies Group was formed in January of 2004, with the purpose of identifying and recognizing best companies around the country. By using state-of-the art survey and indexing tools, BCG has been able to achieve that purpose on national, state-wide, city, and industry stages. BCG will partner with B-to-B and consumer media and other business or human resource organizations to publicize the opportunity, encourage participation and to recognize those who are good enough to make the lists of "Best Places to Work". BCG currently manages 25 similar programs around the US and in Canada. For more information and a complete list of "Best Employer" programs, visit www.bestcompaniesgroup.com Best Companies Group is headquartered in Harrisburg, PA.

ABOUT THE OUTDOOR INDUSTRY ASSOCIATION

Founded in 1989, Outdoor Industry Association (OIA) is the premier trade association for companies in the active outdoor recreation business. OIA provides trade services for over 4000 manufacturers, distributors, suppliers, sales representatives and retailers in the outdoor industry. Outdoor Industry Association seeks to ensure a healthy and diverse specialty retail and supply chain based on quality, innovation and service. To this end, OIA works diligently to raise the standards of the industry; increase participation in outdoor recreation to strengthen business markets; provide support services to improve member profitability; represent member interests in the legislative/regulatory process; promote professional training and education; support innovation; and offer cost-saving member benefits.