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PINK JEEP TOURS TO DEBUT THE TOUR TREKKER
AT INTERNATIONAL POW WOW 2008

*International Audience of Travel Buyers and Media the First to See Pink Jeep Tours'
New High-End, All-Terrain Sightseeing Vehicle*

LAS VEGAS (May 27, 2008) – International Pow Wow 2008 attendees will be the first to see the Tour Trekker. Luxurious yet rugged, the vehicle is the first of its kind, high-end, all-terrain vehicle, designed and licensed to be custom-built to be the ultimate tour vehicle. Pink Jeep Tours will introduce the Tour Trekker during Pow Wow, the travel industry's premier international marketplace and the largest generator of Visit USA travel, scheduled to take place May 31 through June 4th.

For nearly four years, Pink Jeep Tours, the premier off-road tour company in the southwest, has been developing and refining this one-of-a-kind vehicle. Paving the way into the next-generation of luxury sightseeing, the Tour Trekker seats 10 passengers comfortably, while preserving an intimate, "small group experience." Each fully-loaded Tour Trekker offers guests a state-of-the-art-designed interior that includes reclining leather captain seats, 15-inch DVD players, large tinted windows for unparalleled and unobstructed viewing, cross compartment A/C venting increasing passenger comfort and foam insulated walls for a quieter ride and superb climate control. The wheel base provides a smoother ride with dual rear wheels enhancing stability and safety.

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“The desert terrain and climate is tough and with that, we saw the need and opportunity to create the best 4-wheel drive sightseeing vehicle we could and with the Tour Trekker, we have succeeded,” says Shawn Wendell, owner, Pink Jeep Tours.

Tour Trekker passengers can enjoy any of Pink Jeep Tours' 10 off-road tours to the Southwest's most awe-inspiring landmarks, including the Grand Canyon, Hoover Dam, Death Valley, Eldorado Canyon, Mt. Charleston, Red Rock Canyon, Zion National Park and Valley of Fire. By easily navigating the outdoor terrain, the Tour Trekker allows guests unique access to remote destinations, thereby ensuring a once-in-a-lifetime experience.

ABOUT PINK JEEP TOURS – LAS VEGAS, INC.

Experience the “natural side” of Las Vegas. Founded in 1960 in Sedona, Ariz., Pink Jeep Tours is now the premier off-road tour company in the southwest. Built, designed and licensed specifically for Pink Jeep Tours, The Tour Trekker is the first-of-its-kind, luxurious yet rugged, all-terrain vehicle. As one of the few Las Vegas tour companies to possess off-road permits, guests experience areas inaccessible to most. From Grand Canyon to Hoover Dam to Mt. Charleston, there are 10 tours showcasing the Southwest’s breathtaking landscape. For more information, go to www.pinkjeep.com.

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