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**PINK JEEP TOURS TO BECOME FIRST INDEPENDENT TOUR COMPANY
TO OFFER IN-PARK SERVICE IN DEATH VALLEY THIS FALL**

LAS VEGAS (June 2009) - Beginning this September, Pink Jeep Tours will become the first independent tour company to offer in-park service at Death Valley.

These new tours will allow guests to visit the remote areas of the park too difficult for most vehicles to access. This is made possible by Pink Jeep Tours' new Tour Trekker, the first-of-its-kind, high-end, state-of-the-art sightseeing vehicle. This comfortable 4-wheel drive vehicle has seating for up to 10 passengers so guests will truly enjoy this "small group" experience.

Hotel pick-up and drop-off will be available from most park hotels, including the 4-diamond Furnace Creek Inn, the Furnace Creek Ranch and the popular Stovepipe Wells Village. Tours will originate and conclude inside the park. To make this possible, Pink Jeep Tours has partnered with Xanterra Parks and Resorts, the nation's largest park concessions management company and leader in park and resort hospitality. Xanterra oversees and manages most resort, dining and retail offerings at Death Valley.

"Pink Jeep Tours has one of the most respected names in the tour business," says Rich Jones, regional general manager, Xanterra Parks & Resorts. "All too many past guests have not been able to visit some of the most famed attractions due to the type of vehicle they drive. We are pleased Pink Jeep Tours will soon provide an affordable way to see these attractions in 4-wheel luxury."

Once inside the park, guests can visit secluded areas such as Racetrack Playa, famous for its “mysterious sliding rocks” that move across the dry lake bed on their own; Titus Canyon with its panoramic views at Red Pass and sheer towering walls in the canyon “narrows”; Charcoal kilns and Mosaic Canyon with its smooth, polished marble walls and West Side Road offering views of the valley most visitors rarely see. In addition, guests can also join Pink Jeep’s classic Death Valley tour when it arrives from Las Vegas. This 2-hour segment visits Badwater Basin, Devil’s Golf Course, Zabriskie Point and Artist’s Palette.

“Demand is there and we predict fall will be busy,” says Alix Reed, general manager, Pink Jeep Tours. “This is a brand new way for visitors to experience areas of Death Valley they wouldn’t otherwise be able to see and will be able to do so in an exciting, yet educational way thanks to our highly-trained guides.”

Covering nearly 3.3 million acres, Death Valley is the largest National Park in the lower 48 contiguous states. Guests will enjoy the dramatic contrast between Telescope Peak (elev. 11,049 feet) and Badwater Basin (282 feet below sea level).

Tour prices range from \$65 to \$165.

For more information, call Pink Jeep Tours at (702) 895-6777 or go to www.pinkjeep.com.

ABOUT PINK JEEP TOURS – LAS VEGAS, INC.

Experience the "natural side" of Las Vegas. Founded in 1958 in Sedona, Ariz., Pink Jeep Tours is the premier off-road tour company in the Southwest. *Nevada Magazine* readers recently named Pink Jeep Tours “Top Tour Company.” Built and designed 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. Off-road has never been so civilized. For more information, go to www.pinkjeep.com.

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