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**EXCLUSIVE POW WOW 2009 ANNOUNCEMENT:**  
**PINK JEEP TOURS TO BECOME FIRST INDEPENDENT TOUR COMPANY**  
**TO OFFER IN-PARK SERVICE IN DEATH VALLEY THIS FALL**

*Pink Jeep Tours also Launches Grand Canyon Classic Deluxe Tour,  
Featuring Awe-Inspiring Quartermaster Point*

**LAS VEGAS (May 2009)** – Premier Southwest Tour company Pink Jeep Tours makes not one, but two big announcements for Pow Wow 2009.

The first: beginning Sept. 2009, Pink Jeep Tours becomes the first independent tour company to offer in-park service at Death Valley. These new tours will take guests to remote areas of Death Valley, difficult to access by most automobiles but made possible by Pink Jeep Tours' Tour Trekker, which made its show-stopping international debut during Pow Wow 2008. The Trekker is the first-of-its-kind, high-end and rugged sightseeing vehicle. With room for up to 10 passengers, guests truly enjoy the "small group" experience.

Hotel pick-up and drop-off will be available from most park hotels, including the 4-diamond Furnace Creek Inn and Ranch Resort, and the popular Stovepipe Wells Resort. Tours will originate and conclude inside the park. To make this possible, Pink Jeep Tours has partnered with Xanterra Parks & 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.”

Guests will journey to the secluded areas such as Racetrack Playa, famous for its “sliding stones” that mysteriously move on their own across the surface; 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.

Covering nearly 3.3 million acres, Death Valley is the lowest, driest and hottest place in the United States. At 282 feet below sea level, Badwater Basin is the lowest point in the western hemisphere and is dramatically contracted to the west by the Panamint Range and the 11,049 foot Telescope Peak.

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

The next announcement is Pink Jeep Tours’ brand new tour: Grand Canyon Classic Deluxe Tour showcasing the breathtaking seclusion of Quartermaster Point, one of the most remote areas at Grand Canyon West. Pink Jeep Tours is currently the only tour company to be granted access by the Hualapai Nation.

The tour includes brief stops and photo opportunities at the historic Hoover Dam, Lake Mead, the desert community of Dolan Springs and the rugged Joshua Tree forest, then continues to the Grand Canyon’s West Rim.

Once at the West Rim, guests travel to awe-inspiring Quartermaster Point, an area named after O.G. Howland who served as Quartermaster in the Union Army under Major John Wesley Powell. No buildings or crowds detract from the panoramic views overlooking the Colorado River. Tour guides offer an optional 20-minute hike to another viewpoint with spectacular views of the canyon and the river few visitors ever experience. Another highlight for the guest is the amazing Skywalk. Composed of glass and steel, the transparent walkway extends 70 feet beyond the rim and is nearly 4,000 feet above the canyon floor.

Pink Jeep Tours provides door-to-door service from most hotels. Pick up time is 7:30 a.m. The tour lasts approximately nine to 10 hours. The tour price is \$224 per person, plus tax and gratuity and \$32 for the Skywalk.

“Pink Jeep Tours is offering new and exciting products for this year’s Pow Wow buyers,” concludes Alix Reed, general manager, Pink Jeep Tours. “We continue to enhance our brand and expand our products. We’re looking forward to a very successful show.”

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

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