

For Immediate Release

September 10, 2007

Contact:

Angie Schick, New Ventures BC: 604-725-5740 or email: contact@newventuresbc.com.
Kelly Acheson, Amber Hayes, 250-512-1198; Kelly@adventureengine.com

Rossland Firm Advances to Final Round in New Ventures BC Competition

Adventure Engine of **Rossland**, B.C., an online aggregator for worldwide adventure tours, is among 10 B.C. companies competing for \$135,000 in prizes in the New Ventures BC Competition.

Kelly Acheson and Amber Hayes, both of Rossland, started their company in 2004 and now host over 100 adventure and experiential tour suppliers on an online database, representing more than 2000 different trips and more than \$200 billion worth of seat inventory. Travel agents and consumers use the database to more easily find and book adventure tours, which are scattered around the world.

"We're building the bridge to make it easier for consumers to find these incredible trips," says Acheson. "Now people can search and book them on our Adventure Engine database, on a growing number of other travel websites and soon, on hundreds of thousands of travel agents' own booking systems."

Both entrepreneurs entered the New Ventures BC competition in April to learn more about financing and growing their business. The technology business idea competition is one of the largest in North America, offering \$135,000 in cash and prizes, including the BC Hydro \$60,000 First Prize package, the Enbridge \$38,000 second prize and a \$20,000 BC Hydro Sustainability Prize.

Adventure Engine is one of 10 finalists out of 85 competitors who began the contest last April. To win, the finalists must convince a jury of venture capitalists, financiers and angel investors that their business idea is commercially viable and that they can execute it in the marketplace. Four winners, to be announced September 26 at a gala reception in Vancouver, will share \$135,000 in prizes.

Established by SFU Business, the competition is operated by the non-profit BC Ventures Society and made possible through the generous support of private and public sponsors, as well as volunteer mentors and judges.

For more information, visit www.newventuresbc.com.