News Release

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RACINGTHEPLANET VIETNAM TO BENEFIT FROM HIGH-SPEED WIRELESS BROADBAND TECHNOLOGY

Six-day, 250 Kilometer Footrace; High-speed Wireless to Enable RacingThePlanet to go Further and Faster

HONG KONG and SINGAPORE, October 24, 2007 – RacingThePlanet and Intel today announced a relationship that showcases Intel's commitment to empowering nations and connecting their citizens to opportunity through RacingThePlanet's six-day, 250 kilometer footrace across remote north-west Vietnam.

In a world where digital literacy and access to information increasingly is the gateway to economic opportunity and social progress, Intel, the United States Agency for International Development (USAID) and Vietnam Data Communication Company (VDC) have deployed high-speed wireless broadband[1] in the remote Sapa region of northwest Vietnam. The project – part of World Ahead, Intel's five-year, billion dollar commitment to bridging the digital divide – is intended to connect villagers to 21st century opportunity, including communications and digital content and services. The technology also has the potential to make an impact in the areas of education and healthcare.

"Intel and RacingThePlanet share a common objective – to improve the lives of people in remote and rural areas," explained Leighton Phillips, Intel World Ahead Program manager for Asia Pacific. "Specifically, in the Sapa region Intel has connected people to the 21st century – a powerful enabler for social and economic opportunity," Phillips said. "Intel is pleased to now help RacingThePlanet take its message to a broader global audience – to go further and faster with high-speed wireless broadband technology."

RacingThePlanet competitors and organizers will make use of high-speed wireless broadband technology during a six-day, 250 kilometer footrace across the remote Sapa region. Known as 'RacingThePlanet: Vietnam,' the race begins on February 18, 2008, and will feature 100 competitors from more than twenty nations[2]. Competitors will carry all their own food and equipment over the six-day event, but will be provided with water, medical support, an international and local support staff of 70 and state-of-the-art connectivity provided by Intel.

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[1] Backbone connectivity via ShinCorp's geo-synchronous IPSTAR satellite (2MBps downlink/512Kbps uplink). Airspan 3.3GHz WiMAX base station receives satellite spot beam & distributes it using omni-directional antenna to WiFi clients (PCs, phones)
[2] Australia, Brazil, Canada, Chile, Denmark, Hong Kong SAR, Ireland, Italy, Japan, Korea, Lebanon, Malaysia, New Zealand, Russia, Singapore, South Africa, Spain, Switzerland, United Kingdom, United States

By using high-speed wireless broadband, competitors and staff will be able to upload rich media content to the RacingThePlanet website throughout the event including videos, blogs, photographs, real-time scoring and GPS mapping. In addition, the technology will be utilized to provide on-site communications between checkpoints and the campsite as well other locations in Vietnam and around the world.

RacingThePlanet, organizer of the 4 Deserts and RacingThePlanet events, was originally established to provide individuals with the opportunity to visit remote and culturally rich locations around the world. RacingThePlanet uses technology to showcase these pristine areas to a worldwide audience through its website. The technology provided by Intel will enable RacingThePlanet to go further & faster – to showcase the cultural richness and diversity of Vietnam to an even broader global audience.

About Intel World Ahead

The Intel World Ahead Program aims to enhance lives by accelerating access to uncompromised technology for everyone, anywhere in the world. Focused on people in the world's developing communities, it integrates and extends Intel's efforts to advance progress into the areas of: accessibility, content, connectivity, and education. Intel's goal is not only to extend affordable PC access but to develop the PCs tailored to local needs, drive critical connectivity, cultivate sustainable local capabilities, and provide the technology education needed to make a meaningful difference in people's lives. More information is available at www.intel.com/worldahead.

About RacingThePlanet

RacingThePlanet Limited is an international outdoor lifestyle brand and global leader in organizing some of the world's most prestigious outdoor events including the 4 Deserts, a series of 7-day footraces across the world's largest and most forbidding deserts. These events include the Gobi March in China, the Atacama Crossing in Chile, the Sahara Race in Egypt and The Last Desert in Antarctica. These locations represent the driest, hottest, coldest and windiest places on Earth. In addition, a fifth annual event 'RacingThePlanet' roves to a new country each year. The 4 Deserts and RacingThePlanet events attract individuals from all backgrounds and from all walks of life, the majority being professionals including bankers, lawyers, airline pilots and medical doctors. For further information about RacingThePlanet, please visit the website at www.racingtheplanet.com or www.4deserts.com.

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