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## **Adventure Sports Online Chooses Adventure Central for Real-Time Trip Reservations** **Adventure Central Gives Online Distributor Access to More Than 1,000 Adventure Travel Trips**

DENVER, CO--(Marketwire - June 20, 2007) - The more than 2,000,000 unique visitors that tap Adventure Sports Online each year now have even more reason to appreciate the comprehensive website. Thanks to an agreement with Adventure Central, the leading provider of online booking and travel inventory management solutions for adventure travel operators, Adventure Sports Online visitors can not only prepare for but also book the trips they find.

By joining Adventure Central's network of online distribution affiliates, Adventure Sports Online gains access to more than 1,000 adventure and experiential trips worldwide and enables its customers to reserve and book those trips online to its customers. Outfitters now offering trips on [AdventureSports.com](http://AdventureSports.com) include: [Dvorak Expeditions](#), [Quest Expeditions](#), [Sheri Griffith Expeditions](#), and [Whitewater Excitement](#).

"Keeping our visitors on our site is an integral part of our strategy to provide everything they need as it relates to adventure sports and active adventure travel including the ability to book the trip they want through us," said Laurel King of [Adventure Sports Online](#). "We can now offer a way for advertisers in our directory to participate in online booking because they can opt to place their trips into the Adventure Central trip inventory."

"It makes sense for top-notch content specific sites, like Adventure Sports Online, to offer more than just great information and we can give that to them," said [Dick Schulte](#), CEO of Adventure Central. "Adventure Central makes it possible for our distribution affiliates to earn incremental revenue while adding value to the consumer looking to book trips through the trusted sites they use and trust."

**Adventure Central for Online Travel Distributors**

Adventure Central's [travel distribution system](#) connects tour operators and outfitters with travel distributors in a powerful way. Its Distribution Affiliate Program enables its Internet distribution affiliates to provide a first-rate e-commerce experience that begins when a consumer makes a reservation online and ends with a satisfied customer on an amazing trip. Travel agents can access available inventory directly on their computers and book trips for customers in real-time.

**Adventure Central for Tour Operators**

Adventure Central's solutions support the tour operators' operations behind the scenes and provide e-commerce capabilities on their websites. And because Adventure Central's solutions are web based, tour operators have anytime, anywhere access to them. Through Adventure Central and its trusted distribution partners, tour operators are placed square in front of hundreds of thousands of consumers, looking for quality adventure trips and tours with the confidence of a secure reservation process. By harnessing the power of Adventure Central, tour operators can better manage their inventory and rates while broadening their distribution, increasing efficiencies, and creating goodwill with online customers.

**About Adventure Sports Online**

Adventure Sports Online (ASO) established its presence on the Internet in 1995 and is a unique and successful directory for anyone that is providing goods and services to the outdoor enthusiast. Additionally, the site is designed to be an online information resource and inspiration for the outdoor enthusiast and adventure traveler. Each year more than 2,000,000 unique visitors come to Adventure Sports Online to research and plan their active vacations and in turn, research and/or purchase gear to use on those active vacations.

Adventure Sports Online is owned and managed by [OutdoorMind LLC](#) a single source for all the Internet and web services and support that a company will require to maintain a successful presence on the Internet.

**About Adventure Central**

Denver based Adventure Central is the leading provider of critical business services to adventure and experiential tour operators. The company offers a robust online booking and travel inventory management solution to tour operators as well as connectivity to online distribution partners, delivering new, powerful and cost-effective tools that enable operators to grow revenues, attract and retain customers, and reduce operational costs. For more information on Adventure Central, call 303.292.5522 or visit [www.adventurecentral.com](http://www.adventurecentral.com).

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