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iTrekNepal Offers Sure Thing for Adventure Travelers in Asia in Uncertain Times

Portland, OR December 29, 2008 -- iTrekNepal completed a significant round of equity funding to offer sure thing for adventure travelers in Asia. iTrek has a unique model where-by clients can use their sophisticated website, www.itreknepal.com, to book trips, talk to native English speaking bookings staff who will assist with custom itineraries and yet don't have to pay until they arrive in Nepal.

In November, Snow Lion Expeditions, a Salt Lake City based adventure travel company with over 17 years of experience, went bankrupt. This situation lead to clients who were already on the ground being stranded and clients who have booked for upcoming trips, many with plane tickets already purchased, scrambling to find alternative solutions. The Salt Lake Tribune quoted Snow Lion Expeditions' CEO Ron Barness as saying, "We're essentially out of business. This is a really sad story. We've served 3,000 people in 17 years and had a wonderful track record."

According to the article Barness is no longer taking reservations though their Website remains online without notice of this fact. With the growing global economic crisis, it is essential that touring companies have stable funding and sound business model. iTreknepal has both these components. In September, iTreknepal completed a significant round of equity funding that was generated from its unique business model of providing high quality Asian travel experiences with local salaried guides.

"Many touring companies just use local ground operators, who are not employees, to lead their expeditions. iTrekNepal has staff on the ground to guarantee our clients receive a high quality trip," says Leigh Wilson, iTrek CEO. iTrekNepal sound principles and culturally aware business practices puts them on a course to become the leading adventure company in Nepal - Asia.

About iTrekAsia:

iTrekAsia started in Nepal as a trekking tour operator equally committed to the satisfaction of its clients as well as to the betterment its Nepalese staff. All iTrek adventures have been carefully researched to ensure very safe and enjoyable trips. Only the best accommodations, guides and porters are used, and any trek can be customized to a client's preferences.

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