



**For Immediate Release:
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**MYTOPO.COM WILL OFFER AN ONLINE MAP-READING CHALLENGE
THE WEEK OF THE PRIMAL QUEST RACE**

BILLINGS, MT -- MyTopo.com, the official provider of maps for Primal Quest Utah 2006 adventure race, will offer a fun, free map-reading challenge that will feature terrain actually covered during the race. The winners will receive a gift certificate for \$150 worth of free maps from MyTopo.com and \$50 worth of official Primal Quest gear. To enter, visit www.ecoprimalquest.com and click on the "Take the Map Challenge" banner during the week of the race, June 25 – July 4, 2006.

MyTopo.com designed the online map challenge to test the map-reading skills of adventure racing fans. The contest involves studying three topographic maps that are actual portions of the maps used by the Primal Quest Adventure Race teams and matching them to the correct satellite image. Each topographic map features a portion of terrain that is on one of the satellite images. The map-reading challenge tests the ability to photo-interpret a map.

"It's going to be interesting to see how many people can get it right," said Kevin Toohill, founder of MyTopo.com. "You have to be able to read a topographic map very well to identify terrain features on a satellite image."

The contest will be available online on Sunday, June 25, 2006 and will last through July 4, 2006. MyTopo.com will post the correct answers on the www.ecoprimalquest.com site and will notify the winner of the Map Challenge on July 5, 2006.

Good luck Primal Quest Race teams and Map Challenge participants!

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