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FACT SHEET RE PRIMAL QUEST UTAH 2006 RACE MAPS

MyTopo.com is the official map provider for Primal Quest Utah 2006.

MyTopo.com provided an identical set of base maps for each of the registered Primal Quest Utah 2006 teams. Each set includes 7 maps, five of which are 1:40,000 scale maps covering the course and two are 1:24,000 maps of a portion of the course. MyTopo.com donated 100 map sets, for a total of 700 race maps.

MyTopo.com provided 100 sets of maps for the media, search and rescue, and staff. These map sets include 5 maps, for a total donation of 500 media maps.

The base maps are made from scans of the original United States Geological Survey (USGS) 7.5" maps. The maps include a 1000-meter Universal Transverse Mercator (UTM) navigation grid. It was decided to design the maps using the North American Datum of 1927 (NAD27) because the USGS base maps were pre-printed with UTM NAD27 grids, and adding an NAD83 grid would have made the maps difficult to read.

The five primary base maps were printed at the 1:40,000 scale because the race director felt this scale provided sufficient detail while allowing the course to be covered in 5 maps. If the racers had to carry traditional USGS 1:24,000 quad maps, each team would have needed approximately 40 maps to cover the entire course.

MyTopo.com made a special commemorative map valued at more than \$150 that will be presented to the winners of the event. The map is a color satellite image with the course data overlaid and the Primal Quest Utah 2006 logo. Replica posters of the commemorative satellite image maps are available for \$30.00 each. Order forms will be available at the information table during the event and online at www.MyTopo.com. In addition, copies of the race and media map will be available.

MyTopo.com also worked with Primal Quest management and web design teams to provide overview course maps for the ecoprimalquest.com website. These maps include custom terrain models combined with the best course track and transition/checkpoint overlays found on the printed media and race maps.

MyTopo.com estimates that its total contribution of more than 1200 hand-folded, custom printed, waterproof and poster maps, and many hours of time working with the race directors to provide mapping support, is valued at more than \$40,000.

MyTopo.com is proud to be the official Primal Quest Utah 2006 map provider.

BACKGROUND ON MYTOPO.COM:

MyTopo specializes in providing an online service for custom-printed, large-format topographic and aerial photo maps. The maps cost \$9.95 to \$29.95, depending on the map's size. MyTopo prints and ships all maps ordered via its website within 24 hours for quick delivery to the customer's mailbox. MyTopo is a privately-owned company based in Billings, MT. MyTopo.com is an official sponsor of the United States Adventure Racing Association and provides a 50% discount to race directors for adventure race map orders.

The company also offers an award-winning subscription-based mapping service via its website www.mapcard.com. For more information, visit www.mytopo.com or call 1-877-587-9004.

NOTE TO THE MEDIA:

Members of the media who need digital map images for stories related to Primal Quest can contact Paige Darden at 406-294-9411 or send an email to paige@mytopo.com. In addition, Kevin Toohill, MyTopo.com Vice President, is available for interviews before and on-site the week of the race to discuss terrain and navigation and map-related issues.

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