

FOR IMMEDIATE RELEASE

JPFreek Adventure Magazine and Jeep® Jamboree U.S.A. Form Digital Alliance

Alliance offers exciting future for Jamboree participants, Jeep-vehicle enthusiasts, and Jeep/Outdoor Adventure community

Houston, TX - 7/07/08. – JPFreek Adventure Magazine today announced an alliance with Jeep® Jamboree U.S.A. as an official digital magazine partner. The alliance will provide Jeep® Jamboree U.S.A. a new and exciting digital medium to further develop and expand its position within the Jeep community. It will also provide JPFreek Adventure Magazine an excellent opportunity to enhance its branding while also bringing to market exclusive, engaging, and dynamic content within North America's only fully-digital Jeep publication.

Mark A. Smith, Founder of Jeep® Jamboree U.S.A., said, "I am proud that our organization is aligned with a premier Jeep and outdoor adventure publication. JPFreek Adventure Magazine epitomizes the Jeep adventure lifestyle and reflects the values of Jeep® Jamboree U.S.A., and we look forward to a lasting relationship as we work together to enhance the community atmosphere of Jeep enthusiasts, all while further promoting responsible off-highway recreation."

The alliance is effective immediately and will be complimented with significant marketing exposure to commence with the 2009 Jeep® Jamboree season.

About Jeep® Jamboree U.S.A.

Jeep® Jamborees are off-road adventure weekends that bring together the outdoors, down-to-earth people, and their Jeep 4x4s. These off-road treks have a long tradition dating back to 1953 when pioneer and founder, Mark A. Smith, organized the first-ever Jeep Jamboree across the Sierra Nevada Mountains by way of the old Rubicon Trail. Jeep® Jamboree U.S.A. was founded in 1982 and is the world's largest Jeep® adventure company.

About JPFreek Adventure Publications, LLC

JPFreek Adventure Magazine was developed in March 2006 with the express intent of sharing a passion for Jeep vehicles and outdoor adventure with fellow enthusiasts, all while promoting eco-friendly and responsible off-highway recreation. JPFreek's staff takes pride in delivering a fun, vibrant, and engaging digital Jeep® adventure publication that is the only one of its kind in North America.

Contacts:

Jeep® Jamboree U.S.A.
Pearse Umlauf
Vice President and General Manager
P.O. Box 1601
Georgetown, CA 95634
www.jeepjamboreeusa.com

JPFreek Adventure Publications, LLC
Frank Ledwell
Editor-in-Chief / Managing Partner
P.O. Box 864
Houston, TX 77001
www.jpfreek.com
fledwell@jpfreek.com

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