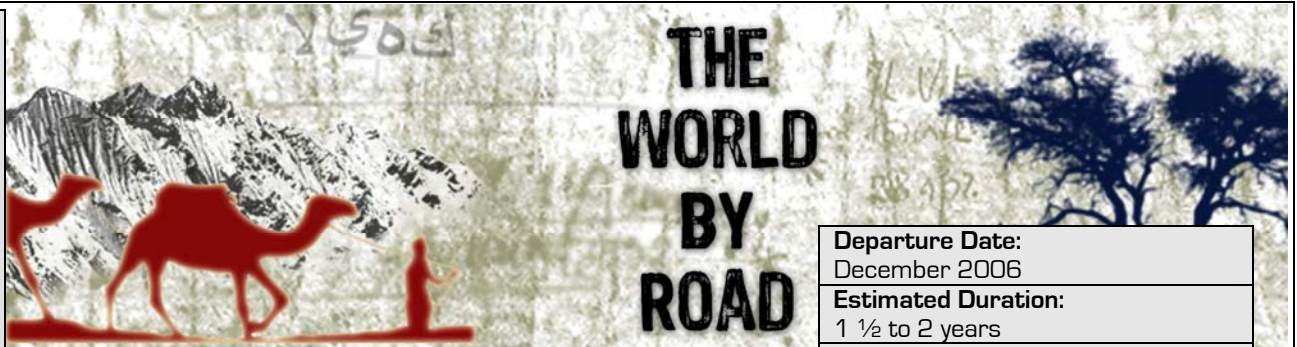


COUNTRY LIST

ALGERIA
ARGENTINA
ARMENIA
AUSTRALIA
AZERBAIJAN
BANGLADESH
BELGIUM
BELIZE
BOLIVIA
BOTSWANA
BRAZIL
BULGARIA
CAMBODIA
CANADA
CHILE
CHINA
COLUMBIA
COSTA RICA
CROATIA
EGYPT
EL SALVADOR
ESTONIA
ETHIOPIA
FINLAND
FRANCE
FRENCH GUIANA
GEORGIA
GERMANY
GREECE
GUATEMALA
GUYANA
HONDURAS
HUNGARY
INDIA
INDONESIA
ISRAEL
ITALY
JORDAN
KAZAKHSTAN
KENYA
KYRGYZSTAN
LAOS
LATVIA
LEBANON
LESOTHO
LIBYA
LITHUANIA
MACEDONIA
MADAGASCAR
MALAYSIA
MEXICO
MOLDOVA
MONGOLIA
MOROCCO
MOZAMBIQUE
MYANMAR
NAMIBIA
NEPAL
NETHERLANDS
NEW ZEALAND
NICARAGUA
PANAMA
PAPA NEW GUINEA
PARAGUAY
PERU
POLAND
PORTUGAL
ROMANIA
RUSSIA
SINGAPORE
SLOVAKIA
SLOVENIA
SOUTH AFRICA
SPAIN
SRI LANKA
SUDAN
SURINAME
SWAZILAND
SWITZERLAND
SYRIA
TAJIKISTAN
TANZANIA
THAILAND
TUNISIA
TURKEY
TURKMENISTAN
UKRAINE
UNITED KINGDOM
UNITED STATES
URUGUAY
UZBEKISTAN
VENEZUELA
VIETNAM
ZIMBABWE



THE WORLD BY ROAD

Departure Date: December 2006
Estimated Duration: 1 ½ to 2 years
Mode of Transport: 4WD with tow behind supply trailer.
Estimated Forward Mileage: 70,918 miles (113,469km)
Geographic Reach: 96 Countries, six continents, two hemispheres, the deepest lake, highest mountain pass, driest climate, wettest climate...

The World by Road is an independent media company embarking on an around the world expedition dedicated to showcasing the diversity of the people and cultures of the world. The intent of this adventurous journey is to generate and promote awareness and challenge traditional beliefs of our global community via the road less traveled.

The Focus of the Project is to develop a true perspective of the world through a one-of-a-kind expedition with these guidelines:

- Interact with humanitarian, environmental and other aid organizations exposing a wide range of issues from AIDS and the aftermath of Agent Orange to wildlife and rainforest preservation.
- Increase user interest through presentation of issues generally overlooked by mainstream media.
- Showcase world geography and beauty by producing content about places normally inaccessible to the average traveler.
- Generate excitement through intense adventure activities including mountaineering, climbing, diving, kayaking, canyoneering, and skydiving...and in some environments, basic survival.

This provides a unique marketing opportunity

- The ability to showcase products and services in the most dynamic and realistic of all environments: successful real world application.
- Unlike other events and sponsorship opportunities, our content is available 24 hours a day on our interactive website updated daily with journals, video, and photographs reinforcing the idea that a sponsor's products and image are associated with adventure, reliability, excellence, and excitement.



The Expedition Team

- Steve Bouey and Steve Shoppman are both experienced travelers with a wide range of qualifications.
- Backgrounds span from backcountry guiding and diving to extreme endurance events like Ironman.
- Whether land or sea, this expedition will bring breathtaking footage and stories that will keep the audience at the edge of their seats.
- Instead of typical reality content that involves characters with little or no training limiting the breadth of content, this expedition is only limited to imagination.

The Value of the Expedition...

From the beginning of time, exploration and curiosity of the unknown has been an integral factor in the progress and success of cultures and societies around the world. Today, these values have lost much of their meaning and importance in our increasingly modernized society and in the United States in particular. Although the United States exerts its influence on much of the world, it is estimated that about 80 percent of the population does not even hold a passport and less than half of those who do hold a passport actually leave the country in a given year. This is a problem.

We believe that travel has a moral dimension that challenges us, tests us and forces us to think about our lives in different ways. Travel and exploration have been the cornerstones of many civilizations in history, and it is essential to renew this value in our culture today. We cannot expect this journey to change the world, but in the end, if we can increase interest in adventure and exploration and inspire others to develop a greater understanding of the world; then we have achieved our goal.

“We are not professional drivers on a closed course, this is the real thing”