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OUTSIDE MAGAZINE KICKS OFF NATION WIDE SEARCH TO FIND THE BEST PLACES TO WORK

PARTNERS WITH THE OUTDOOR INDUSTRY ASSOCIATION AND THE BEST COMPANIES GROUP AS THEY SEARCH FOR THE ULTIMATE WORK ENVIRONMENT

Santa Fe, NM (July 23, 2007) – *Outside*, America's leading active-lifestyle magazine, announced today that they will partner with the Outdoor Industry Association and The Best Companies Group to determine *Outside's* Best Places to Work. The winning companies will be announced in the May 2008 issue of *Outside* magazine on newsstands April 15.

Outside's Best Places to Work program recognizes employers who strive to enhance their employees' work/life balance, enjoyment of active endeavors, and environmental and social involvement. The nation wide search will kick off July 23rd and is accepting nominations from U.S. companies with a minimum of 15 employees. *Outside* is accepting nominations through October 12th. Learn more about the program and nominate your company at www.bestplacestoworkOutside.com.

"We are thrilled to team up with the Outdoor Industry Association and Best Companies Group as we begin our search for the Best Places to Work," says *Outside* Editor-In-Chief Christopher Keyes. "We are not only searching for the companies that have great benefits and salaries but also companies that support the active lifestyle and that have created cultures where people love to come to work. Our readers work hard and play hard and in our opinion, a great company provides employees with the full package. If a company provides time for their employees to travel and works to support a healthy active lifestyle – we want to hear from you!"

"The Best Places to Work program highlights the fact that smart, career savvy Americans place a high value on living in a place and working for an employer that puts outdoor recreation at the top of workplace benefits," said Frank Hugelmeier, president of Outdoor Industry Association. Companies realize, for example, that locating to a place with proximity to quality outdoor recreation heightens their ability to attract and retain a talented, competitive workforce."

"Our mission is to identify and recognize great places to work. This program with *Outside* magazine and OIA will have a profound impact on the companies who receive the recognition. Creating company cultures where people love to come to work combined with incorporating active lifestyle policies and environmental awareness will make "*Outside's* Best Places to Work" a unique and prestigious recognition. We are very excited about this initiative," says Peter B. Burke, President of Best Companies Group.

ABOUT OUTSIDE MAGAZINE

Outside is America's number one active lifestyle magazine, with over two million readers a month. For 30 years, we've been dedicated to covering travel, sports, adventure, health and fitness, as well as the personalities, the environment, and the style and culture of the world *Outside*. Along with many other accolades, *Outside* is the only magazine to receive three consecutive National Magazine Awards for General Excellence. Please visit us at www.Outsideonline.com.



ABOUT OIA

Outdoor Industry Association® (OIA) is a national trade association whose mission is to ensure the growth and success of the outdoor industry. A wide spectrum of leading manufacturers, distributors, suppliers, and retailers of outdoor recreation equipment and services, as well as other related business entities make up OIA's membership. OIA programs include representation in government/legislative affairs, cutting edge market research, member cost saving benefits and outreach initiatives to grow participation in outdoor activities and promote healthier lifestyles. Educational events include the annual Outdoor Industry Rendezvous, Outdoor University, and the Capitol Summit in Washington, D.C., are hosted by OIA. Outdoor Industry Association is the exclusive endorser of the Outdoor Retailer tradeshow. For more information go to <http://www.outdoorindustry.org> or call 303.444.3353.

ABOUT BEST COMPANIES GROUP

Best Companies Group works with national and local partners around the country to establish and manage "Best Places to Work", "Best Companies" and "Best Employers" programs on a national, state-wide and regional basis. Through its thorough workplace assessment, utilizing employer questionnaires and employee satisfaction surveys, BCG identifies and recognizes companies who have been successful in creating and maintaining workplace excellence.