

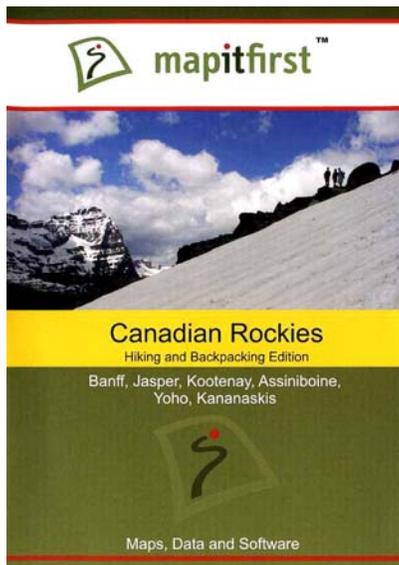


FOR IMMEDIATE RELEASE
September 2007

Contact: Andrew Hempstead, 403 762 0535
info@summerthought.com

Summerthought to partner with **MAP IT FIRST.**

Summerthought Publishing, which has been publishing books about the Canadian Rockies since 1971, will supply content from their best-selling *Canadian Rockies Trail Guide* to Map It First, a software program that is the most convenient and accurate way to plan an outdoor adventure in the Canadian Rockies.



About Map It First

Plan a hiking or backpacking adventure with the latest route, weather, and point-of-interest information at your fingertips with Mapitfirst. Using intuitive software, take a 'virtual tour' of trails throughout the Canadian Rockies.

Mapitfirst takes the guesswork out of trying to plan and organize outdoor activities. Information from multiple sources, such as new topographical maps, current trail data and critical web links, are consolidated into one innovative mapping tool.

Maps and trails can be viewed in 3D to give you a better picture of the trail you are planning to hike. Unique features allow you to create your own trail, modify the route and download the data to your GPS or PDA.

"Having the best mountain park information available to the Mapitfirst customer is fundamental to the experience with the product," says Mapitfirst co-founder Tom Kenny. "Specifically we would like to thank the authors of the Canadian Rockies Trail Guide, Brian Patton and Bart Robinson. We recognize this step as an adventure in itself for these individuals. Such involvement represents the spirit of the journeys they so clearly describe in their writing.

For more information, visit www.mapitfirst.com.

About Summerthought Publishing

Based in Banff since 1971, Summerthought cares passionately about the Canadian Rockies and about books. We are a vibrant, proudly independent local publisher producing books that we believe in and that we think readers will enjoy.

Summerthought

www.summerthought.com

Tel 403 762 0535 • Fax 403 762 3095 • PO Box 2309 Banff, AB T1L 1C1, Canada