



## AdventureLink Acquires Key Competitor, Adventure Central

Acquisition Creates the Largest Adventure Travel Booking Company Worldwide

**MarketWire**

updated 3:15 a.m. PT, Thurs., March. 19, 2009

LOS ANGELES, CA - Continuing to forge ahead with a pattern of unprecedented growth, [AdventureLink, Inc.](#) today announced the acquisition of its key competitor, Denver-based Adventure Central Inc., in an all-stock transaction. In addition, Allegis Capital, the largest investor in Adventure Central, has backed AdventureLink with an additional investment.

AdventureLink is the largest online source for booking [adventure travel](#), worldwide, while Adventure Central is the dominant supplier of single day [adventure trips](#). The acquisition brings these two, leading, [online travel](#) companies together creating the most comprehensive online source for finding and booking adventure travel.

The combined companies now represent over 60,000 trips and activities sourced from nearly 1,800 suppliers in 165 countries, enabling consumers and travel agents to easily find, learn about and book some of the planet's most memorable and authentic [travel](#) experiences.

AdventureLink CEO Kelly Tompkins states, "Adventure Central is a natural fit for AdventureLink adding a broad range of day trips to our existing multi-day portfolio. Our objective with this inventory is to forge partnerships with hoteliers, web affiliates, and others interested in utilizing our affiliate system to sell day or multi-day adventure trips."

Peter Bodine, managing director at Allegis Capital, says the combining of these top adventure travel companies creates a comprehensive source for anyone looking to find, review, or book their next great adventure trip.

"Our firm is extremely bullish on the Adventure Travel sector," says Bodine, "and AdventureLink represented one of the most attractive ways to monetize the further growth of Adventure Travel on the web."

In February, AdventureLink announced its launch of the world's first online booking system for adventure travel developed in conjunction with its partner, VAX VacationAccess. The AdventureLink system opens up booking capability for adventure travel opportunities worldwide providing easy access and distribution to over 70,000 leisure [travel agents](#) across North America.

Also in February, AdventureLink announced the completion of 'Series A' funding with top Southern California venture capital firms Anthem Venture Partners ([www.anthemvp.com](http://www.anthemvp.com)) and The Mail Room Fund ([www.mailroomfund.com](http://www.mailroomfund.com)).

With the acquisition, Adventure Central will relocate to AdventureLink's L.A. headquarters and AdventureLink will continue to maintain the AdventureCentral.com website and other Adventure Central affiliate partners' sites.

### About Allegis Capital

Allegis Capital is a seed and early stage venture capital firm focused on the digital economy. The venture firm has five funds and has invested in more than 70 companies including Ironport Systems, RIBBIT, LGC Wireless, SandPiper - Digital Island, Rent.com, Shopzilla, Comparnet and StepUp Commerce. Based in Palo Alto, California, Allegis has assets under management of \$500M. For more information, visit: [www.allegiscapital.com](http://www.allegiscapital.com).

### About AdventureLink

AdventureLink is the largest online source for travel professionals and consumers to book adventure travel

with over 60,000 trips offered by over 1,800 tour operators worldwide. For more information, go to:  
[www.adventurelink.com](http://www.adventurelink.com).

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