



NEWS RELEASE

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Interviews and high-resolution images available upon request

Buddy Bombard receives Adventure Travel Trade Association 2006 Lifetime Achievement Award

November 1, 2006 (West Palm Beach, FL)—Buddy Bombard was recognized as an Adventure Travel Pioneer by receiving a 2006 inaugural Lifetime Achievement Award at the Adventure Travel Trade Association's (ATTA) Summit in Seattle on October 19th, 2006. Buddy was acknowledged for his lasting legacy and inspiration provided to the international adventure travel community during 45 years as an adventure travel entrepreneur, and for having positively created, challenged, protected, evolved and helped to enhance the overall state of today's adventure travel industry.

Of the prestigious Award, Buddy said, "I'm deeply honored to be recognized by industry leaders, academics and colleagues. We have always strived to create the 'gold standard' for 5-star cultural and experiential travel—in our case, by weaving in exotic daily balloon adventures as part of our sightseeing program in all of our destinations. It is my hope that successive generations of innovators in travel will build upon our experience for their own successes."

Buddy Bombard is the founder of Buddy Bombard's Europe, a luxury adventure travel company that offers travelers unprecedented immersion into European cultures and landscapes with the use of Bombard's low-level balloons and longstanding friendships with Europeans from all walks of life. Bombard is credited with opening the boundaries of adventure travel with his balloons, incorporating the experience into 5 to 10 day land tours of incomparable "insider's Europe" components.

About Buddy Bombard's Europe

Buddy Bombard, a pioneer in experiential travel, founded Buddy Bombard's Europe in late spring of 1977, with headquarters in West Palm Beach, Florida and in Beaune, France. Buddy Bombard taught Malcolm Forbes to pilot balloons, served as crew in four successive America's Cups, and was recognized by the Governor of Cappadocia for his contributions to tourism.

Since 1977, Buddy Bombard's Europe remains the world's only vacation experience of its kind, providing 5-star cultural land tours featuring daily sightseeing by low-level balloon in each of his destinations.

For more information about Buddy Bombard's Europe contact 800-862-8537; 561-837-6610 or visit www.buddybombard.com

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