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**EarthRoamer Receives Award for Innovation at Boulder County
Business Report 's IQ Awards**

The Company Was Recognized for Its XV-JP

Boulder, Colo. (Aug. 20, 2007) – The *Boulder County Business Report* (BCBR) announced the 10 most-innovative companies during its eighth annual IQ Awards for innovation on Wednesday, Aug. 15, 2007. Within the Sports and Outdoor category, the top honor went to Broomfield, Colorado based EarthRoamer, a company that has been designing, selling and building Expedition vehicles for over five years.

EarthRoamer was recognized for its XV-JP, a fully self-contained Jeep Wrangler Rubicon based expedition vehicle. The XV-JP combines the “go anywhere” attributes of the Jeep Wrangler Rubicon with solar electricity, refrigeration, an expandable “Loftop™” sleeping area containing a queen size bed and full sanitary facilities (shower, sink and toilet).

“We are thrilled to receive local recognition for our innovation within the Sports and Outdoor sector” said Matt Nakari, Vice President of Sales and Business Development, “being located at the foot of the Rocky Mountains in such a competitive and supportive environment has been integral to the success of our unique products.”

This year, BCBR received more than 75 nominations from companies in the Boulder Valley and selected three finalists in each of 10 business categories. The top-10 innovators included:

- Business –TechStars
- Communications – Aztek Networks Inc.
- Computers –DPHI Inc. dba DataPlay
- Consumer –AeroGrow International Inc.
- Internet – Lijit Networks Inc.
- Medical & Health –Otologics LLC
- Nonprofit Products & Services – Intercambio de Comunidades
- Software –Lingoport Inc.
- **Sports & Outdoor – EarthRoamer**
- Sustainable Business – Range Fuels Inc.

(more)

“For eight consecutive years, we have honored the ‘most-innovative’ in Boulder Valley, recognizing their achievements and contributions to their industries as well as our community,” said Jerry W. Lewis, editor and publisher of the *Boulder County Business Report*. “The task of selecting only 10 winners from the many nominations received is daunting for our judges. We really feel that this year’s winners represent a great mix of both large and small companies producing some of the most-innovative products and services in the world.” For more information on Boulder County Business Report’s IQ awards, go to www.IQawards.com.

About EarthRoamer

Founded by a pair of engineers with a thirst for adventure, EarthRoamer is in its fifth year designing, building and selling the only fully self-contained expedition vehicles in North America. Built in Colorado at the foot of the Rocky Mountains, EarthRoamer allows adventurers to travel far from the beaten path in unparalleled safety and comfort. More information is available at www.earthroamer.com, by calling 720 304 3174 or via email: matt@earthroamer.com.

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