

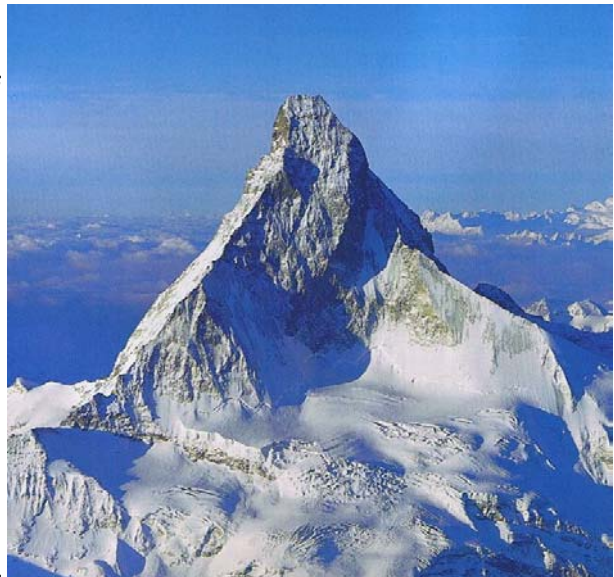


matrixLloydTM alpine expedition 2007

We need your support.

Justin Newcomb, Director of consultants MatrixLloyd and Doog Menzies of PalmaWatch will be spending June in the high Alps, climbing unsupported some of the world's best known mountains to raise money for the charity **Alimentar Ensenando**.

The charity is driven by Dr David Irons of Ocean Medical International. All proceeds will be going to helping extremely impoverished children in Argentina. The main aim is to improve the appalling malnutrition endemic in the area. The charity's main aims are to provide nutrition, education and trade skills, creating self sufficiency and self respect.



Dr David Irons spent four months in Argentina providing medical services and developing a medical screening system. At the last count there were in excess of 120,000 children screened. With donations going straight to Alimentar Ensenando, the charity is making a huge difference. Generally, income amounts to around 20 dollars a month for a family of between ten and eighteen people which without the support of the charity has a devastating effect on the children's health and society in general. The charity relies on donations to maintain this vital work.



MatrixLloyd Alpine Expedition 2007 will consist of over three weeks of intensive high Alpine style mountain climbing with a planned ascent of one of the hardest routes on Mont Blanc followed by the intermediate route on the Matterhorn amongst others. This is no mean feat with months of preparation and physical training. Often just to get all the equipment to a suitable base camp takes a huge amount of effort, hauling 25kg rucksacks over glaciers



and ridges. A common summit day will involve departing the tent at around 1am in well below zero conditions. 16 to 18hrs is not unusual to complete the



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ascent and safe decent from the top bivvi point. It is as much a mental challenge as a physical one. The Italian ascent of Mont Blanc is incomparable to the relatively easy normal ascents. Four days of very steep climbing on snow, ice and rock with the constant danger of falling debris, lugging all our equipment and provisions at an altitude above 15,000ft.

We invite every company to join the MatrixLloyd Alpine Expedition mission to raise money. Major donors will have the option to have their company logo printed onto:

The expedition flag which will be carried to the summit of the Matterhorn

On expedition T-shirts which will be available to the public. The flag will be displayed at various functions including the Pinmar Golf diner where a traditional ice axe will be auctioned. As many publications as is feasibly possible will be approached to help with the exposure of the expedition and charity.

