



KENSINGTON TOURS
PRIVATE GUIDED TRAVEL WORLDWIDE

WORLD FAMOUS EXPLORER JOINS KENSINGTON TOURS AS EXPLORER-IN-RESIDENCE

Mikael Strandberg to support launch of Kensington's new Expedition Series

WILMINGTON, DE (July 7, 2010) – Kensington Tours (www.kensingtontours.com) is pleased to announce that celebrated explorer Mikael Strandberg has joined the company as the first member of its Explorers-In-Residence-Program, launched to support the development of the company's new Expedition Series. The Expedition Series will feature a collection of itineraries to remote places and destinations thought to be inaccessible to most travelers.

A professional explorer for the past quarter century, Mikael Strandberg is considered one of the 50 most important explorers on earth by The Royal Geographical Society in London and The Explorers Club has called him "the best contemporary explorer in the world." Strandberg will collaborate with Kensington founder and CEO Jeff Willner to design and develop this new product offering for intrepid travelers. Strandberg will also be available to guide these expeditions as well as tailor-made expeditions, upon request.

"Kensington Tours' mission," says Willner "is to provide private guided experiences to every corner of our world. For every budget, every schedule, every group size, and every interest, we can tailor a perfect tour. Our collaboration with Mikael and our Explorer-in-Residence program is another example of our commitment to truly special travel experiences – whatever your travel style."

Willner and Strandberg recently undertook a scouting mission to The Democratic Republic of the Congo to assess its potential and readiness as a destination for intrepid travelers. Congo itineraries – featuring endangered Eastern Lowland Gorillas, Pygmy tribes and the Nyiragongo volcano – are the first in the Expedition Series. Other itineraries under development include Antarctica exploration with polar explorers, motorcycle safaris in Kenya, Tanzania and Russia, deep dive submarine into the Cayman Trench and cultural discoveries in Yemen, Oman and North Korea. These itineraries will appeal to intrepid global explorers and will complement Kensington's complete collection of affordable private guided tours to the world's must-see destinations.

"It's the places that people believe that they cannot go, these are the places where the hidden wonders of the world and breathtaking experiences await," said Strandberg. "The Expedition Series will highlight many of these destinations. I am indeed honored to be an Explorer-in-Residence for this brave company. Brave makes a difference, helps a country, builds bridges and creates trips that open people's minds. With a visionary and a lover of humanity like Jeff Willner at its helm, Kensington Tours is really in the forefront of what good tourism should be today."

"Some of the Expedition itineraries may require hard work, some may be expensive and some will feature unconventional destinations, but all promise a unique experience," confirms Willner. "Whether escorted by an Explorer-in-Residence or not, all of our tours will be carefully managed by our local offices and local expert guides to ensure a safe and supported adventure."

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About Kensington Tours

Kensington Tours offers custom private guided tours to over 80 countries around the world. The flexibility of Kensington's offerings allows for personalization of every tour at a wide range of price points – resulting in a handcrafted vacation experience at an unbeatable value. The company's private tours are regularly benchmarked at 30% less than identical tours from premium group operators. The editors of National Geographic Adventure magazine named Kensington Tours one of the 'Best Adventure Travel Companies on Earth' in 2008 & 2009.

About Mikael Strandberg: He started his professional career as an explorer 23 years ago. Strandberg is currently working as an explorer, a lecturer and a writer. He has also produced three internationally renowned documentaries for television *Patagonia - 3,000 Kilometers by Horse* and *The Masaai People - 1,000 Kilometers by Foot* and his much awarded *58 Degrees – Exploring Siberia on Skies*. Frequently appearing in travel and adventure programmes, Swedish Television SVT and National Geographic have both made documentaries about his life. Voted Explorer Hero by the National Geographic 2002, Strandberg is an Honorary Ambassador of his native district Älvdalen and Cappadocia, Turkey. In 2005 he was awarded The Determination in the Face of Adversity Medal by the Explorers Club. The King of Sweden and The Travellers Club of Sweden awarded him the prestigious Silver Medal in 2006. The Travellers Club of Finland awarded Mikael the prestigious Mannerheim Medal at a ceremony in October, 2006.

About Jeff Willner Kensington Tours is the inspiration of intrepid explorer and Royal Geographic Society Fellow Jeff Willner. His thirst for travel stems from growing up in Africa where his parents worked for most of his childhood, and where he discovered the richness of global cultures. A veteran of global expeditions to over 70 countries, he has criss-crossed the continents to experience the extraordinary. During these years, Jeff realized the vast difference between a package tour and personal discovery -- where deep knowledge and personal attention of a local guide can turn a trip into an experience. It is from these roots that Jeff began building his vision for Kensington Tours. With a commitment to rethinking the way we travel, and drawing on his years with McKinsey & Company and Wharton, he recruited a strong team of destination experts (with real in-country experience) and top IT professionals to build an award winning travel company that now spans the globe.

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