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FOR IMMEDIATE RELEASE

Ethiopian Adventure to the Danakil Depression *Dinknesh Ethiopia Tour Takes Travelers to One of the World's Most Remote Locations*

DENVER, CO (May 29, 2007) – The Danakil Depression, in the Afar region of northern Ethiopia, is considered a “cradle of mankind” for the large number of hominid remains found there. This area along the Great Rift is also one of the lowest and hottest places on earth's surface. Only the Afar people have been able to inhabit this difficult region, and continue living today as nomads tending to their livestock. This combination of culture, topography and climate make the Danakil Depression an exotic and mysterious destination. Today, Dinknesh Ethiopia Tour launches a true adventure journey that features the stunning landscapes and beautiful, enduring people of this remote region of Ethiopia.

“We're thrilled to launch this amazing adventure,” announced Mulugeta Mersha, President of Dinknesh Ethiopia Tour. “While many travelers have already experienced what Ethiopia has to offer in terms of our history and culture, there remain virtually untouched regions of the country, such as the Afar region. We pride ourselves on providing unique journeys for our travelers and look forward to sharing this remote and stunning region of Ethiopia with the outside world.”

This 10-day trip combines driving and flying across the country, starting in Addis Ababa, heading North to the Awash National Park, then to Semera to meet the Afar people, continuing on to the Northern region of Afar where travelers can walk on the Erta Ale, the world's more remote active volcano and trek to the Dallol, the lowest point of the Danakil Depression. Accommodation ranges from hotels in Addis to adventure camping as the journey progresses north into the Afar region, where there are no existing established properties. Until recently, few foreigners have traveled to this area, with the exception of explorers.

Dinknesh Ethiopia Tour is Ethiopia's premier tour operator. The word “Dinknesh” is in fact the Ethiopian name for “Lucy” (directly translated to “you are special”), or scientifically called *Australopithecus Afarensis*, the first known hominine. This is the most spectacular discovery of the Awash Valley in Ethiopia's Afar region when fifty-two fragments of a skeleton enabled the famous “Lucy” to be reconstructed. Dinknesh Ethiopia Tour offers authentic cultural and historical travel experiences with outstanding service. To learn more about Dinknesh Ethiopia Tour please visit www.DinkneshEthiopiaTour.com.

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