

FOR IMMEDIATE RELEASE

For More Information, Contact:

Mike Gast
Director of Communications
Kampgrounds of America, Inc.
406-254-7409
mgast@koa.net

Tracy Kern
Director of Digital Marketing
Kampgrounds of America Inc.
406-248-7444
tkern@koa.net

New Trivia Contest Will Challenge Campers

BILLINGS, MT (March, 15, 2006) – So you think you’re an expert on the outdoors? Kampgrounds of America (KOA) has a new online trivia game that not only puts your knowledge to the test, it gives you free chances to win more than \$70,000 in great prizes.

The KOA Camper Trivia Challenge, available online starting May 1 at KOA.com, allows all visitors a chance to test their camping IQ by answering fun trivia questions. The new game is free and no purchase is required to play.

The KOA Camper Trivia Challenge, which will run from May 1 through August 13, offers more than \$70,000 in daily, weekly and monthly prizes, including free camping from KOA, camping cook books from Campfire Café, family travel games from Patch Products, merchandise from Camping World and “how to” books and tapes from RV Education 101 and Gibbsmith Publishing.

Game players who visit the KOA.com website will be asked to answer trivia questions on topics including nature, geography, survival, RVing, camping and recreation. KOA has teamed with ePrize, the leader in online games and promotions, to provide camping enthusiasts with this fun, new online activity.

“This is going to be one of the largest outdoors-related trivia contests that exists,” said Tracy Kern, KOA’s director of digital marketing. “We can’t wait to watch players win prizes every day as they test their camping IQ.”

KOA Camper Trivia Challenge players can log on and play every day for a chance to instantly win daily prizes. New trivia questions will be added each week. The more trivia questions answered correctly, the more times players will be entered automatically into monthly sweepstakes drawings for larger prizes.

For a complete list of rules and prizes for the KOA Camper Trivia Challenge, go to www.koa.com starting May 1.

Kampgrounds of America is the world’s largest system of family campgrounds, with 450 locations in the U.S., Canada and Japan. For more information about KOA, visit the KOA Pressroom at www.koapressroom.com.