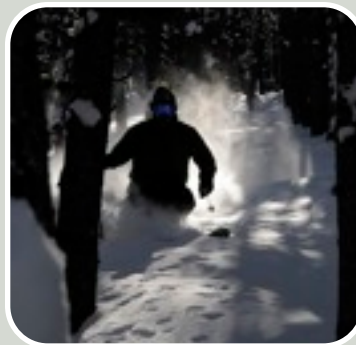


# What we did for Trail Tracker

## On Belay

Ranch Exit aided in the expansion of the Toyota 4Runner "Trail Tracker" website and interactive GPS based project. We expanded the western content with our rugged knowledge venturing to Oregon, Washington, California, and Montana.



## The Descent

Our team drove a 2010 Toyota 4Runner to Mt. Hood Oregon where we hiked and played on the Pinnacle Trail. Once at the top of Mt. Hood we looked out across the fog and noticed a Washington volcano we had to conquer. We trekked around Mt. Saint Helen's in Washington before getting the urge to ski so we headed to Montana. Trail Tracker then took us to ski Bridger Bowl and Big Sky Montana before ultimately ending up in Yosemite to rock climb for a few days. Ropes, cameras, skis, GPS and a trusty 2010 Toyota 4Runner. Yes sir, this was our job.



### Ranch Exit Media

Chris Raser  
chris@ranchexitmedia.com  
310.209.8974

### West Coast

Doug Sherin  
doug@allyouroptions.com  
310.578.9383

Kim Griswold  
kim@allyouroptions.com  
310.578.9383

