

The Mystery of Mount Everest & the Search for Andrew Irvine Discovering the Final Secret

EXECUTIVE SUMMARY

In the spring of 2011, 6 leading mountaineers will head to Mount Everest on an expedition to find Andrew Irvine's (GBR) body and the pocket camera he was carrying during his fateful attempt to climb the Northeast side of Everest with George Mallory (GBR) in 1924. George Mallory's body was found in 1999, but not Andrew Irvine's nor the camera he was carrying on the expedition. It has never been proven whether these two mountaineers actually summited Everest in that year and whether they perished on their descent. It is believed that the discovery of the camera and development of the film (which experts says is possible) may prove that they did summit Everest which would be the first summit, preceding Sir Edmund Hillary and Tenzing Norgay in 1953 by almost 30 years. Tom Holzel mounted an Everest search expedition in 1986, and leading authority on the Mallory & Irvine saga and their missing camera, has discovered photographic evidence of the location of Irvine's body and plans to send the team of climbers to locate the body, and hopefully retrieve the lost camera. This expedition offers the opportunity to define, own and document this historic mystery.

The Expedition Team is being assembled at this moment. Some of the climbing candidates being interviewed and/or considered are:

- **Conrad Anker** - discovered George Mallory's body on Everest's North Face in 1999. Conrad Anker's specialty, simply put, is climbing the most technically challenging terrain in the world.
- **Thom Pollard** - was a videographer on the 1999 expedition which discovered George Mallory. He has participated in and filmed many expeditions to mountains over 20,000 feet. In addition to Everest, these include: Gasherbrum 2 in Pakistan (26,260'); Denali, Alaska (20,320'); Aconcagua, Argentina (22,860') and many ascents of the French Alps.
- **Jake Norton** - As a professional guide, Jake has led thousands of clients up mountains like Rainier, McKinley, Cho Oyu, and Everest. He played an instrumental role in the 1999 discovery of pioneer climber George Mallory's remains high on Mount Everest.
- **David Breashears** - In 1983, Breashears transmitted the first live television pictures from the summit of Mount Everest, and in 1985 became the first American to reach the summit of Mount Everest twice.
- A number of additional experienced Himalayan climbers are being contacted.

Timeline - 2011:

- April: Team departs for Nepal
- May: Recovery Attempts
- June: Developing of frozen film
- Sept: Release of Documentary

Partner Benefits: We are seeking a brand to join the expedition as THE main partner (or title partner) for the project to include:

- Entitlement: Direct brand association with the Expedition – *Everest Mystery Expedition presented by Sponsor* or a mutually agreeable title to the expedition
- TV Coverage through Integrated, branded content:
 - Six part documentary (1 hour each show) to be distributed internationally. Current networks include: BBC, RTE, Discovery, TF1, TVE and other countries. Full list available upon request.
 - Integrated brand exposure: clothing, product use, mentions, etc.
 - Editorial creative input on placement and product integration
- Digital Media:
 - Website: fully integrated website with video, tracking, daily news feeds to track the expedition
 - Social: Full updates on facebook, twitter, bebo, etc.
- Public Relations:
 - International campaign with leading PR company
 - Launch event, ongoing media exploitation, follow up tour
- Extension Benefits:
 - Speaking Tour & exhibition of the photos from the camera or expedition
 - Book & DVD sales
 - Image rights exploitation should the camera be found and developed

Why Partner - Associate your brand with:

- A pivotal historic moment
- High value PR and exposure
- Adventure
- Perseverance
- Product Integration and showcase

Investment:

- € 600,000 which assist in covering both expedition and TV production costs
- Potential equity involvement and payback on sale of TV and other rights

Contact:

Scott MacLeod
Force10 Marketing
+44 7809 433 545
smacleod@f10marketing.com
www.f10marketing.com

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From Times Online

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Mystery reopens as remains of Everest victim Andrew Irvine 'found'

MOUNTAINEERING experts believe they have identified the final resting place of the most famous climber to go missing on Everest. After close scrutiny of aerial photographs, they believe they have spotted the frozen remains of of Andrew "Sandy" Irvine, who disappeared with his climbing partner George Mallory close to the summit in 1924.

Tom Holzel, the American making the claim, hopes that tucked inside the remaining clothing on Irvine's blackened body will be a camera. If its film is intact and shows Irvine or Mallory on the summit, it would be worth a fortune. It would sensationally overturn the claim of Sir Edmund Hillary and Tenzing Norgay, a sherpa, to be the first conquerers of the mountain in 1953.

Holzel, 69, has spent three decades trying to solve the mystery of whether Mallory and Irvine died on the way up to the summit - or on the way down. Too old to attempt another climb himself, he

<http://www.timesonline.co.uk/tol/news/world/asia/article7018101.ece>