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iTrekAsia Poised to Become Major Adventure Travel Company With New Angel Funding

iTrekAsia, an adventure travel company dedicated to providing high quality, unique travel experiences throughout Asia, has announced that it has completed a significant round of equity funding, led by private investment firms Lucky Developments and Gramercy Ventures.

iTrekAsia has also announced that Nick Clayton, President of Lucky developments and Amy Swartz, Director of Corporate Development for Gramercy Ventures have joined its board of directors. Nick Clayton has had a successful career as an 'angel investor', taking majority stakes in several private companies that specialize in unique travel and leisure markets. Ms. Swartz is one of three co-founders of Gramercy Venture Advisors, which has offices in the US and Australia. The company also announced that Trapp Lewis has joined the team as director and an investor, bringing to iTrekAsia his extensive experience as an online media specialist.

"We're extremely pleased to have investors and board members of this caliber to help us build this company," stated Leigh Wilson, CEO and co-founder of iTrekAsia. "Our plan is to aggressively grow the company so we can expand with the same high quality travel experiences we are known for in Nepal across the entire Asian market."

iTrekAsia differentiates itself from competitors by providing adventure itineraries targeted at sophisticated consumers who are seeking travel expeditions more upscale than the backpacking experience, yet not as rigid and formal as the standard guided tour.

"With its emphasis on quality and flexibility iTrekAsia should become the gold standard for the adventure travel experience in Asia," said Nick Clayton. "iTrekAsia has the potential to become the leading adventure travel expert in the whole of Asia."

iTrekAsia seeks to be the premier provider of adventure trekking in the countries and regions in which it operates.

About iTrekAsia

iTrekAsia started in Nepal as a trekking company equally committed to the satisfaction of its clients as well as to the betterment its Nepalese staff. All iTrek adventures have been carefully researched to ensure very safe and enjoyable trips. Only the best accommodations, guides and porters are used, and any trek can be customized to a client's preferences.

ITrekNepal's business model proved to be a huge success with customers, generating tremendous customer satisfaction with its product offerings. To leverage the success of its Nepal operation by creating other iterations throughout Asia, iTrekAsia was conceived and is being created to optimize the brand.

For additional information pertaining to this release contact: David Westbrook (503) 408-6359 or Andy Leonard (503) 522-1747.

About Nick Clayton

For the last several years, apart from an interval at Harvard, Nick Clayton has had a career as an 'angel investor', taking majority stakes in many private companies located around the world, then taking a position as a non-executive director in them. That business involvement continued during his stint as Entrepreneur-in-Residence at INSEAD's Singapore campus, where he assisted in the teaching of entrepreneurship while helping students start their own businesses.

He has earned an MA in Economics from Cambridge University in England, an MBA from INSEAD, and an MPA from the Kennedy School of Government, Harvard University.

About Leigh Wilson

Leigh has thirty years trekking and mountaineering experience in many countries, including Nepal and Tibet. His past commercial experience includes executive management at several public data and telecommunication companies around the world

Leigh created iTrekNepal to share his unique experiences of a lifetime of trekking and mountaineering with like-minded people. His aim is to provide an adventurous holiday with extra comfort for mountain-loving customers.

About Andrew Leonard

Andrew (Andy) Leonard, who oversees the daily operations of iTrekNepal, has had a distinguished business career in the personal computer industry. He has traveled and trekked extensively throughout Asia, and has operated an adventure travel company in the Hawaiian Islands, where he was raised.

About Amy Swartz

Amy Swartz is one of the three co-founders of Gramercy Venture Advisors. She is involved in the management of all aspects of the company, including finances, process management, overall corporate development and customer management.

About Trapp Lewis

Trapp Lewis is an online media specialist with over 10 years operational experience helping to build today's leading trade media companies. His expertise includes business-to-business strategies and new media marketing. Trapp is a former executive with both Global Sources and Alibaba.com and is now supporting Yahoo!'s global sales efforts in SouthEast Asia.