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NEW EXHIBIT TEACHES A TWIST ON TREASURE HUNTING: INTRODUCING GEOCACHING

büji founder says geocaching gets people off the couch and back outside

CHICAGO – June 5, 2007 - Kids can outfit themselves with outdoor gear, test weighted backpacks, take a picture of themselves on a mock magazine cover and try their hand at geocaching at a new traveling exhibit currently rolling out nationally.

The interactive displays are part of “The Great Outdoors” room sponsored, in part, by büji, makers of büji Block™ and büji Wash™, an integrated skin system designed to offer protection and relief against poison ivy outbreaks. The Great Outdoors room is one of four satellite areas in GPS Adventures: From Tracking to Treasure Hunting, a traveling adventure maze.

Created by Groundspeak and Minotaur Maze Exhibits, *GPS Adventures* features GPS (global positioning system) technology—its history, current uses and future possibilities—and simulates the increasingly popular, GPS-enabled game of geocaching by leading visitors on a search for hidden caches (aka, treasures) as they gain access to four experience galleries.

Groundspeak runs geocaching.com--global headquarters for the worldwide game of geocaching. Geocaching was the first activity to combine GPS technology and the Internet for real-world treasure hunting.

GPS Adventures is one way that partners like büji and Groundspeak are working together to develop tools and products that foster outdoor exploration.

Visitors to The Great Outdoors room can learn ways to enjoy and stay safe in the great outdoors. Key messages encourage visitors to go play, be prepared and to always minimize their impact on the environment.

“This partnership was a perfect fit for us. Part of our core mission is to encourage outdoor exploration,” said Cadey O’Leary, president and founder of büji, LLC. “Because of the high-tech Internet tie-in, geocaching has been quite a stimulus to get people off the couch and back outside.”



büji has sponsored other geocaching activities including GeoWoodstock 2007—a national geocaching festival—and a geocaching pilot program with the greater Chicago Area Girl Scouts. The company also publishes *The Navigator* a quarterly e-newsletter for geocaching enthusiasts.

Bryan Roth, Groundspeak co-founder and vice president, said his organization is pleased to have büji's ongoing support. "They share a similar mission, and that is to get more people to enjoy the great outdoors. They are firm believers in educating folks on how to enjoy the outdoors respectfully and safely."

Most geocaches are hidden in vegetated areas like public parks and forests. Because geocachers have a high likelihood of encountering poison ivy, O'Leary believes that büji Block will become a staple safety product in geocachers' packs. In addition to its poison ivy protection benefits, it contains an SPF 24 sunscreen with UVA/UVB sun reflectors zinc oxide and titanium dioxide.

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For büji product samples, photography or interviews regarding this exhibit or the sport of geocaching, please contact Lisa Lazarczyk, lazpr@sbcglobal.net or call 781-646-0667.

About Poison Ivy/Oak: *Poison ivy, oak and sumac are the leading cause of allergic skin reactions in the United States with an estimated 55 million occurrences every year, according to the American Academy of Dermatology. Poison ivy reactions account for 1% or 1.5 million emergency room visits annually.*

About büji: *büji, LLC, wants people to get out and discover. Its products are designed to protect and condition the skin of active bodies, and the company supports initiatives that foster discovery and exploration. büji's premier products target the source of poison ivy/oak reactions and provide UVA/UVB sun protection. They are fragrance-free, dye-free, hypoallergenic and dermatologist-and pediatrician-tested and are sold nationally at Rite Aid or through www.bujiproducts.com. For more information, visit our web site or call 888-606-2854.*

About Groundspeak: (www.groundspeak.com) *enables people to create and share interactive location-based experiences in the real world using a unique combination of technology and the internet. Groundspeak owns and operates Geocaching.com and Waymarking.com*