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RUNNING THE SAHARA EXPEDITION COMMENCES TODAY IN SENEGAL

Academy Award-winning Director James Moll to Document Trek to Expedition Across Sahara Desert; Project to Raise Funds for Clean Water Initiative

LOS ANGELES, CA (November 2, 2006) -- American long distance marathon runner Charlie Engle, Canadian endurance athlete Ray Zahab and Taiwanese endurance athlete Kevin Lin today undertook a quest that no human being has ever attempted. During the next 90 days, the three men will run from St. Louis, Senegal (on the Atlantic coast of Africa) through Mali, Mauritania, Niger and Libya to the Red Sea in Egypt. They will run approximately 50 miles a day in an amazing feat of human will and endurance.

Academy Award winner James Moll (1999's THE LAST DAYS) and crew will film the expedition (in high definition format) for a forthcoming documentary (RUNNING THE SAHARA). Actor Matt Damon will Executive Produce and narrate the film.

A major component of the project is H2O Africa, a charitable initiative created to generate widespread awareness of the water crisis and to provide funding for a number of clean water programs in critical areas of the continent. Launched in conjunction with the ONE Campaign, H2O Africa enables the public to pledge dollar amounts per mile or make donations in support of the entire project. All monies will go toward clean water programs.

Log on to www.RunningTheSahara to track Engle, Zahab, Linn, Moll and crew and learn more about H2O Africa's clean water and donation programs.

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