

Press Contact:

Lauri Harrison
 Lauri Harrison PR
 (303) 885-4200
 lh@lauriharrison.com

**Company Contact:**

Julian West
 May West Holdings
 (303) 277-1930
 jwest@maywestholdings.com

Never bite off more than ya can chew, ya hear?

FOR IMMEDIATE RELEASE

May West Holdings, in conjunction with the Town of Lake City, launch new website celebrating Colorado's most Infamous Resident

DENVER, Colorado, October 26th, 2004 - May West Holdings LLC., a Division of Ideas of the Mind LLC., announced today the launch of a new retail website (in conjunction with the town of Lake City, Colorado) called EverythingAlferd (www.everythingalferd.com) which celebrates the colorful life of Alferd Packer, the infamous "Colorado Cannibal."

Way back in 1873 in the depths of winter, Alferd Packer, along with five fellow gold prospectors ventured into Colorado's San Juan mountains in their quest for riches. Nothing was heard of them until the spring of 1874, when an apparently 'well fed and enriched' Packer reemerged minus his travelling companions! After an investigation he was arrested and later charged with having murdered and partly eaten them, a charge he fervently denied. However, he was subsequently convicted of manslaughter and escaped the noose, but was sent to prison. Fifteen years later he was released and eventually found work as a doorman at the famous Brown Palace hotel in Downtown Denver. The remains of his unfortunate traveling companions were discovered after the spring thaw and lie buried at their massacre site on Slumgullion Pass overlooking the Town of Lake City.

"The notorious story of Alferd Packer adds some mystique to the town of Lake City," said Julian West President of May West holdings and Ideas of the Mind. "We are proud to fund the EverythingAlferd Web site as an interesting and somewhat tongue-in-cheek way to grab people's attention on behalf of our client, the Town of Lake City, and also celebrate the life of Alferd, an individual who we feel was a victim of circumstance. In a time when so much of the news is somewhat depressing, we hope that the items on sale will bring a smile to people's faces. What's more, we think Alfie would have approved."

Visitors to EverythingAlferd can learn more about Alferd's fascinating life and enter into the spirit of the website by purchasing interesting items such as mousepads, mugs, steak knives, tee-shirts and lots more besides. May West Holdings and Ideas of the Mind, the creators of the site, are donating a percentage of all proceeds to the Town of Lake City. Lake City is an historical treasure and an outdoor paradise where visitors can enjoy fishing, camping, hiking, backpacking, horseback riding, mountain biking or boating on Lake San Cristobal, the state's second largest natural lake.

Ray Blaum, Hinsdale County Administrator, believes that the EverythingAlferd Website will create quite an amusing stir, generating increased interest in the town and attracting tourists; continuing to put Lake City on the map as an outdoor enthusiast's playground and unique mountain escape.

"Thanks to a unique and creative approach and funding from the May West Holdings' and the Ideas of the Mind team, we can use the Web to reach a larger audience and showcase our town's legendary and fascinating history which is truly stranger than fiction." Blaum added.

About Ideas of the Mind

Ideas of the Mind are a full service integrated marketing and communications agency based in Golden, Colorado with offices in Great Britain, servicing the specialized marketing needs of growth-oriented companies. They provide marketing strategy, brand development, channel marketing, interactive development, creative design and production and public relations services. In addition, the company provides in-house high resolution digital scanning and large format color proofing facilities, an extensive photographic library of worldwide tourist destinations and a high quality Photographic Montage service, whereby clients can purchase complex and innovative images for magazines, television and film production. Please visit them online at www.IdeasoftheMind.com.



May West Holdings LLC

1746 Cole Boulevard, Suite 225, Golden, Colorado, CO 80401, USA
 Tel: +1-303-277-1930 • Fax: +1-303-278-0092
 e-mail: info@maywestholdings.com • web: www.maywestholdings.com

EverythingAlferd

Tel: +1-303-877-7010

email: APacker@EverythingAlferd.com

Web: EverythingAlferd.com



Ideas of the Mind LLC

1746 Cole Boulevard, Suite 225, Golden, Colorado, CO 80401, USA
 Tel: +1-303-277-1930 • Fax: +1-303-278-0092
 e-mail: info@ideasofthemind.com • web: www.ideasofthemind.com