For Immediate Release

From: Gene Oliva

Carl Byoir & Associates, Inc. 380 Madison Avenue, 212-986-6100

New York, New York 10017

Contact: Rhoda Kaufman, Assistant Manager

Corporate Communications General Foods Corporation

914-683-2404

FACT SHEET

Listed below are some interesting facts about Postum

HikaNation -- how the hikers survive on the trail and how the

group governs itself.

- . The hikers traveled from 12 to 20 miles per day, depending on their schedule, the terrain and the weather. They camped more or less as a group each night, but traveled by day in ones or twos. In a typical week, the hikers traveled for six days, allowing one day of rest.
- . On the average, each hiker spent \$354 on new equipment in preparation for the journey. In a survey, they said they expected to spend \$287 more on the trail for additional equipment.
- . It cost each hiker about \$7 a day to remain on the trail. The total cost of the year-long hike per hiker was estimated to be slightly more than \$3,000. Medical costs were estimated about seven cents per hiker per mile.
- . The average weight of the hikers' backpack was 55.6 pounds, with seven days' food and water to last through a 15-mile day (two to three quarts). The men carried an average pack weight of 57

pounds, or 34.7 percent of their total body weight. The women's packs averaged 52.7 pounds, or 35.7 percent of body weight.

- . The hikers carried everything necessary for survival on the trail in aluminum frame backpacks, including food, water, clothing, extra shoes, cooking utensils, portable stove, tent, bedroll and sleeping bag.
- . The hikers usually ate freeze-dried foods along the trail because they tried to keep their packs as light as possible.

 Restaurants, however -- when nearby -- provided the occasional luxury of hot, better-balanced meals.
- . The hikers governed themselves through a steering committee which considered suggestions and complaints on topics ranging from how many miles to hike in a day to methods for celebrating holidays. The committee also ruled on behavior, setting up a sequence that involved a warning, probation and expulsion. The committee's membership changed regularly, rotating among all members of the HikaNation group.

Much of the statistical information listed above was gathered by one of the hikers, Bruce Ohlson, a 32-year-old bus driver from Pittsburg, Calif., who plans to write a book about his experiences.