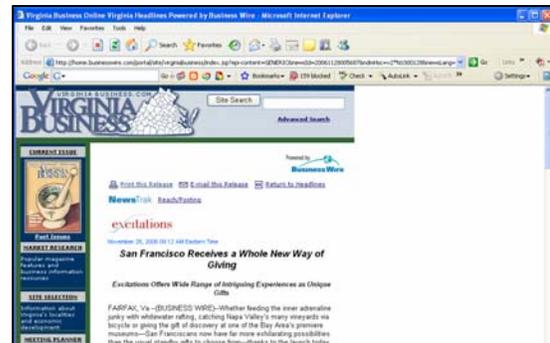




November 28, 2006

## *San Francisco Receives a Whole New Way of Giving Excitations Offers Wide Range of Intriguing Experiences as Unique Gifts*

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Excitations offers gift buyers of every age an easy way to give friends, family and business associates the experience they've always wanted – whether it's a sunset sail on the Bay or learning to blacksmith.

“Many people have all the material things they want, but they long for great experiences,” says Excitations' CEO Ian Landy. “Physical objects are soon forgotten, but the memory of receiving a unique experience can last a lifetime. In fact, experiential giving is a trend that is hardily entrenched in Europe and finally getting some traction in the U.S.”

A successful Silicon Valley entrepreneur, Landy sold the high-tech firm he co-founded, Lightspeed International, for \$194 million in 1998. He and his business partner Kim AuBuchon, a colleague from Lightspeed, started Excitations to address what they see as a significant opportunity in the growing experiential gift market.

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Excitations has grown leaps and bounds in Washington, D.C., New York City, Chicago and Philadelphia since its original launch in 2005. The company offers a variety of categories and a wide range of price points, some starting for as little as \$50. Something can be found to compliment any personality – including children. Experiences are the answer to finding that perfect gift—each one set to thrill, rejuvenate and enjoy such as:

- **Exclusive** – Wine and dine on Napa Valley vineyard terrace; romantic getaway at renowned resort and spa; private tours of museums and special zoo encounters, like feeding a giraffe
- **Extreme** – Go to rodeo school; be a pilot of a fighter jet; or dive with the sharks

- **Exhilarating** – Take vintage biplane tour over Golden Gate Bridge; soar solo on a hang glider; or learn to mountain bike
- **Exciting** – Private snowboarding; discover a new craft; take a culinary walking tour; or kayak on the Bay
- **Extravagant** – Crush your own grapes and create custom wine; or sleep in a tent in the Sonoma Serengeti while enjoying a safari

Consumers can purchase a specific experience or opt for The Circle Gift Packages, which allow the recipient to choose from a variety of diverse experiences. To provide consumers piece of mind, all of Excitations' partners are carefully vetted and are considered the best in their fields. In addition, the experiences are conveniently available in a wide range of locations throughout the greater San Francisco Bay Area.

No matter the price, all gift experiences come packaged in beautiful, handcrafted, keepsake boxes that can be cherished right along with the memories of the experience itself.

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