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**FOR IMMEDIATE RELEASE**

## ***Experiential Gifts at Work: All the Rage for the Holidays***

FAIRFAX, Va. (Nov.15, 2005) – Personalized corporate gifts deliver a valuable sentiment in expressing appreciation for your clients, employees and partners. Needless to say, searching for a gift that is appropriate, affordable and appealing to a diverse group can be overwhelming. To make life easier, Excitations has packaged its experiences into Circle Choice Packages, letting the recipient choose what excites them — from a day at the spa, rock climbing, or indoor karting. Or, for that VIP on your list, give them the choice between a helicopter tour of the city, a flight on a bi-plane, a full day at the spa or a sail on the Chesapeake Bay.

This year, company holiday purchases are expected to be on the rise and account for a large part of the \$253 billion U.S. gift market, according to Jupiter and Unity Marketing Research.

“Employees, partners and clients are bound to appreciate and remember the gift of an experience for years to come,” said Kim AuBuchon, chief operating officer at Excitations. “As the premier experiential gift-giving company in the Washington, D.C. area, we make it quick and easy to purchase gifts that make a lasting impression.”

The growing popularity of experiential gift giving is a result of consumers wanting to give something other than the traditional holiday gifts. More people will be giving experiential gifts this year (30% up from 23% last year),<sup>1</sup> according to a recent survey. The survey also shows experiential gifts are particularly popular among younger consumers, age 18 to 44, and in higher income households.

Excitations offers six Circle Choice Gift Packages, starting for as little as \$75 – enabling the purchaser to give the recipient a choice of which experience they want to enjoy. Each package can be customized to meet the diverse needs of business account and can be quick shipped in time for the Holidays, The Company provides its services online at [www.excitations.com](http://www.excitations.com), and at local shopping malls, with a retail kiosk open at Tysons Corner Mall and Union Station.

### **About Excitations**

Founded in 2004, Excitations mission is to launch in Washington, D.C.-area gift buyers an easy and simple way, through e-commerce and retail, to give innovative and exciting life experiences as gifts—allowing them to give memorable, unique experiences as presents to their friends, family and business associates. The company is headquartered in Northern, Va. For more information, please go to [www.excitations.com](http://www.excitations.com).

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<sup>1</sup> American Express Survey November, 2005

