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FOR IMMEDIATE RELEASE

Fatherhood Has Been the Experience of a Lifetime – Now Send Him on the Ride of His Life

FAIRFAX, Va. (June 7, 2006) – He was there for your first words, your first day of school, your first steps down the aisle – now be the one to give him his first stock car lap around the race track; his first helicopter ride; or his first jump, skydiving out of a plane – through Excitations, a premier experiential gift-giving company based in Northern Virginia.

The traditional concept of fatherhood is changing, according to a recent study by the United States Census Bureau; more than 66.3 million fathers in the U.S. today are serving as primary care givers to more than 2 million children under the age of 15. The ways in which we celebrate dad are also evolving, so instead of neckties & power tools, why not give dad a Lamborghini for a day or a chance to live out his childhood cowboy dreams, with an Excitations cattle drive experience.

“Father’s Day is a very special opportunity for sons, daughters and wives to freely express how much they love and appreciate the men in their lives – and say thanks for all they have done,” said Kim AuBuchon, Excitations chief operating officer. “No matter who’s on your list, Excitations has the perfect way to show them your appreciation.”

Excitations offers something for everyone, especially for dads who are looking to experience life not just acquire more stuff. Some experiences to consider for dad include a golf lesson with a pro, a guided fly and spin fishing trip, a seaplane adventure, private scotch or cognac tasting or a baseball and boating double header and much more.

There are over 125 different options to choose from and the experiences are all within driving distance of the Washington, D.C. metro area. 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 in each package. To provide clients piece of mind, all of Excitations’ partners are carefully vetted and are considered the best in their fields. A complete list of experiences can be found on the company’s Web site www.excitations.com or at the Tyson’s Corner Mall kiosk.

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.