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**FOR IMMEDIATE RELEASE**

***Excitations Offers Top Ten Secrets for Low-Stress Holiday Gift-Giving Strategies to Ease Holiday Shopping Pressures***

FAIRFAX, Va. (Nov.14, 2005) –Tick, tock, tick tock—the holiday season is approaching. Holiday gift-giving can be daunting, and that’s why Excitations, the premier experiential gift-giving company for the Washington, D.C. area, has mapped out ten strategies for consumers to overcome their holiday shopping woes.

**The recipe for low-stress holiday shopping includes:**

- 1. Get Started Today!** – Does the prospect of planning and shopping leave you breathless? Remember—procrastination allows worry and stress to build over longer periods of time, so be strategic about shopping this holiday season and begin your shopping today.
- 2. Draw Up A Budget** – Set a dollar figure of what you can afford and want to spend this holiday season. Saving money doesn’t mean you have to purchase cheap items—it does mean you have to challenge your creativity.
- 3. Break Gift Recipients into Tiers of Spending** – Prioritize your list of gift recipients into categories, including: 1) family, close friends; 2) employer, colleagues, business associates; and 3) contacts for whom holiday cards are appropriate.
- 4. Set Reasonable Gift-Giving Standards for Yourself** – Don’t fret over whether a gift will be perfect or not. If you genuinely think the person will like it, chances are they will.
- 5. Pare It Down** – Simplify and be realistic about the amount of time you can spend shopping. Try to get as many gifts from one store or Web site, so you don’t have a million and one receipts to worry about. Strategically plan out your mall visits or do all of your shopping online in the courtesy of your own home.
- 6. Create A Giving Theme** – Come up with an easy gift-giving strategy. Let’s say your theme is art. Give that special someone yearning to create some inspiration, by giving the gift of learning how to make pottery or design glass objects. Make your gifts more personal by enriching the recipient’s life with an unforgettable experience.

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**7. Match Gifts to Peoples' Personalities or Interests** – Forget about the candles, sweaters and other items that attract dust! Seek out experiences that will be enjoyed and recounted for years to come. Life coaching for the young professional; a father-son fly fishing adventure; lesson in polo with family and friends; a sunset trail ride for two; or give your family a champagne yacht cruise, the possibilities are endless with a little imagination.

**8. Give the Gift of Togetherness** – The only thing better than receiving a present is giving a gift that you and your recipient can experience together. For instance, give the gift of a bi-plane tour, winter ski trip or a romantic spa getaway for you and your significant other.

**9. Focus On the Positive and Enjoy!** – 'Tis the season to be jolly, after all! Take it all in, the lights, the smells and family and friends. Reserve five minutes each day to appreciate your good fortune.

**10. Treat Yourself** – When you've completed shopping, give yourself something to look forward to. Reward yourself with a day at the spa or any variety of treats for accomplishing your gift-giving goals.

“Shoppers who need to find the perfect gift for that hard-to-buy someone on their list, need look no further than Excitations,” said Kim AuBuchon, chief operating officer at Excitations. “We provide a one-stop shopping solution to make gift-giving easy and memorable—and we have experiences to fit any personality.”

Excitations offers a variety of categories and a wide range of price points, some starting for as little as \$50. 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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