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***NEW YORK METRO AREA TO RECEIVE A NEW “EXPERIENCE” IN GIFT GIVING, AND GIVING BACK, JUST IN TIME FOR FATHER’S DAY
Excitations To Offer A Wide Range of Intriguing Experiences In The Form of Unique Gifts***

NEW YORK, NY (May 16, 2006) – Excitations, an online experiential gift company, is redefining the art of gift giving for Father’s Day, providing the purchase of exhilarating gifts in the form of experiences, including those unique to the New York Metro area. Already a successful enterprise in Washington, DC, Excitations will provide consumers with a solution to gifts by creating special exclusive experiences affording fathers the luxury of memories that will last a lifetime.

Excitations, arriving here just in time for Father’s Day, will offer a convenient and easy way to give friends, family and business associates the experiences they’ve always wanted. Excitations will offer something for everyone, especially for dads who are looking to experience life as opposed to collecting more material possessions. Some experiences to consider for dad, all within a 250 mile radius of New York City, include a golf lesson with a pro, a Formula Race Car Experience, a dream car for the weekend, sailing lessons or a grand helicopter tour of New York City.

“The New York Metro area is a one-of-a-kind place where amazing experiences await. It turns out it is not the physical gifts that will be remembered, but the memory of unique experiences and places that will last a lifetime for your family and friends,” says Excitations CEO Ian Landy. “These experiential gifts will be perfect for the father who has everything, or make a truly unique gift for those who want to take advantage of the New York area.”

Excitations will offer a breadth of choices through over 80 exclusive experiences today, with new adventures added each week. Excitations offers a variety of categories and a wide range of price points, some starting for as little as \$75. Experiences are geared toward adults and children alike, providing the answer to finding that perfect gift – each one set to thrill, rejuvenate and enjoy such as:

- Exclusive – Spend a day with a stylist to the stars, go on a private falcon hunt, picnic at the vineyard, make your own cheese or learn to play polo;
- Extreme – Hang glide, skydive, go on a secret agent (think 007) driving experience or race a go-kart;
- Exhilarating – Drive a Formula race car, learn to sail or take a llama trek;
- Exciting – Roll in an aerobatic plane, learn to play pool or enjoy a Helicopter tour of New York;

- Extravagant – Drive a Ferrari for the weekend, experience a six week total body transformation, or enjoy a champagne tasting for two;

Consumers are given the option to purchase specific gift experiences or opt for The Circle Gift Packages. These special packages, available from \$75 – 500, will offer the recipient the opportunity to choose their own gift from a wide selection of experiences at a given price point. To provide clients peace of mind, all of Excitations’ partners are carefully vetted and are some of the best in their fields.

Excitations was formed by successful Silicon Valley entrepreneur and Monte Carlo race car driver Ian Landy and his business partners Kim AuBuchon and Nancy Lambertson. In 1998, Landy sold the high-tech firm he co-founded, Lightspeed International, to address the growing experiential gift-market. The team began Excitations to create gifts of experience, for any occasion, to compliment any personality.

“The holidays are great times to remember all the people who have guided us throughout our lives. No matter what occasion a consumer is shopping for, Excitations has the perfect non-traditional way to show them your appreciation,” says Kim AuBuchon, Excitations chief operating officer.

Excitations can be found online at www.excitations.com. For further convenience, orders can also be placed over the phone at 877-839-2483.

About Excitations

Founded in 2004, Excitations gives 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 Virginia. For more information, please go to www.excitations.com.

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