



EMBARGO: 1ST October 2009

NEW EXHILARATION WEBSITE SETS BENCHMARK FOR EXPERIENCE MARKET

1st October 2009: ACORNE PLC today launches a fresh approach to online experience retailing.

In a break from traditional catalogue format experience marketing, www.exhilaration.co.uk encourages an interactive user experience with consumers invited to blog and rate experiences. There is also the opportunity to upload photographs, add personalised gift and thank you messages and interact with friends via online games, challenges and dream lists.

Mike Kent, Acorne's marketing manager, said: "The experience gift industry's success is built on the human desire to try new activities and share these life experiences with others.

"The new exhilaration web site is a platform to share our passion for new trends, excite customers by the vast range of experiences available to them and ensure we remain in tune with consumer requirements.

"We have introduced a fun element to the gift buying process which is reflected throughout the site. Individuals can take advantage of social networking opportunities to share their experiences and ideas with friends and family."

The new site introduces exhilaration's creative new brand image and philosophy to "experience life" (image attached). Customers can check out the full range of gift experiences and special offers, divided into categories for easy navigation. These include drive, fly, pamper, adrenaline, discover, culture, splash, gourmet, kids, historic buildings and unusual gifts.

Acorne PLC, the name behind Virgin Experience Days, Vigin Vouchers and Leisure Vouchers, acquired exhilaration from lastminute.com in 2008.

Attached images: New exhilaration logo and page imprints from the new web site

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