

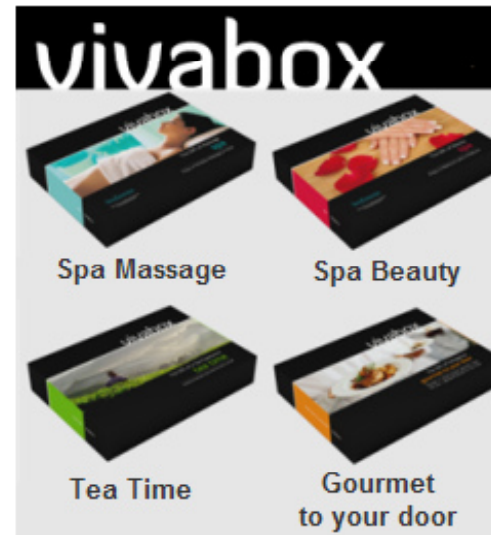


## The perfect giftcard: Two gifts in one!

I'm not a big fan of giving gift cards as presents - it just seems to generic and impersonal. Maybe I'm selfish, but I enjoy watching someone open my presents.

Thing is, I LIKE receiving gift cards. I like to be able to imagine, browse, and choose my gift. It's like a little treat for myself.

Enter Vivabox - a new kind of gift certificate that comes with a tangible gift and is customizable by the receiver. Just launched yesterday, there are now four types of vivaboxes...



- a Tea Time box complete with a preview of specialty teas for the recipient to sample and choose,
- two Spa boxes with an assortment of natural bath and body products and a gift card redeemable for luxurious spa services
- a Gourmet to Your Door box, which includes cloth napkins, silver plated napkin rings and a gourmet menu which the recipient can choose a special meal to be delivered to his/her door.

Vivabox is also launching even more vivaboxes, including a perfume box (with Sephora), a wine box (with Wine Spectator) and a BBQ box (with Omaha Steaks).

What a perfect way to start your Holiday shopping!