

THINK BIRTHDAY; THINK SMART BOX

Submitted by: River Communications

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FOR HIS OR HERS? IT'S THE PERFECT GIFT

Now also available on www.johnlewis.com, www.boots.com, and in Fenwick Bond Street

20 April 2007

Stuck for a birthday gift for that special someone in your life? If that ultimate gift for mum or dad or a brother or sister is proving a challenge, Smart Box could be the answer. It's the newest and most exciting concept in gift-giving from The Full Experience Company (<http://www.thefullexperiencecompany.com>), offering a fantastic choice of 'gift' experiences in each of four Smart Boxes.

For the thrill seeker in your life who thinks nothing of hurtling down white water rapids, the dreamer with an ambition to fly or the friend in need of a few blissful hours of pampering, Smart Boxes™ cater to all tastes and interests. With four types to choose from, each with up to 40 different experiences, gift receivers will be spoilt for choice. For that much needed pampering is the Zen and Spa retailing at £85.00; for the thrill seeker, is Adventure at £60.00 while Charming Getaways and Gourmet Retreat in France at £150.00 and £170.00 for two respectively (travel not included), are the ultimate experience for those in need of a recharge.

In the Adventure Smart Box™ there is something for everyone from a high-speed boat ride to Paintballing. Whether it's an intense adrenaline rush or a new adventure, Smart Box has the answer. Each activity in the "Adventure" Smart Box™ is rated with one to three stars in three categories – adrenaline rush, originality and time-length – to aid in the decision-making process and many are available for children of all ages.

The exquisite Zen & Spa Smart Box offers a choice of pampering treatments including ancient mystical therapies such as the KuBu, a top to toe massage based on Balinese traditions or the Shymala Ayurveda. Gift recipients can also try the wonders of modern spa treatment such as The Titanic Spa, a sensory journey through the Titanic Heat Experience, in Yorkshire.

For that special birthday recipient, a surprise mini break for two could be the answer. Charming Getaways offers a relaxing luxury mini-break at exquisite locations across the UK, including Scotland, Wales, and Northern Ireland while Gourmet Retreat in France, with 25 'escapes' to choose from, is the perfect gift for any gourmet food lover with a night of wining and dining in outstanding venues across France.

What makes the Smart Box so special is that it can be bought for the cost of one "experience" but allows the recipient to select from a variety of options. Instead of having to select a specific experience as a gift for a friend or loved one, gift-givers can simply pick an experience category and let the recipient choose for themselves.

The Smart Box™ is presented in a deluxe CD-size presentation pack featuring colour photographs and full details of each experience. They are dispatched within one to two days of ordering via the website or a

telephone order being placed and are very easy to use. There is no call centre; the recipient simply pre-books their experience with the venue using the direct booking details contained in the Smart Box, presenting their Smart Box voucher on arrival. Experiences are valid for up to 18 months.

Smart Boxes are available to purchase online at www.thefullexperiencecompany.com, www.johnlewis.com and www.boots.com and are also available in Fenwick, Bond Street or by calling 020 7471 1719.

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Editor's Note

The Full Experience Company (<http://www.thefullexperiencecompany.com>) has one of the most innovative concepts ever launched in the UK, one which has already proved to be an astonishing breakthrough success across continental Europe.

Smart Boxes™ are a new and original idea developed by The Full Experience Company to cater to a variety of gift requirements. Having been in operation in the UK market for several months, The Full Experience Company has launched four Smart Boxes™ across the UK featuring a range of themed gift packs, namely: Adventure, Zen & Spa, Charming Getaways and Gourmet Retreat in France.

The current Smart Box™ range is intended for men, women and couples with plans for developing several other themes. Its strength is due to the easy-to-use concept and the vast choice provided in every one of the Smart Boxes™.

The Full Experience Company has selected a broad range of high quality and unusual gift ideas through partnering with exclusive hospitality and leisure providers.

For more information or Smart Box photography please contact:

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