

GIFT IDEAS

Making Occasions Special: The Art Of Gift Giving

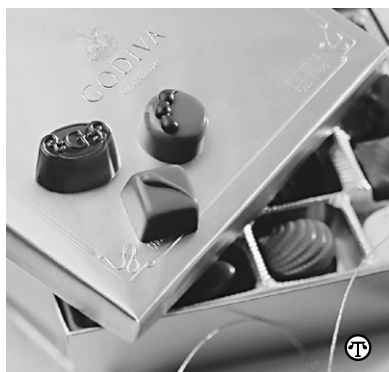
(NAPSA)—Most people want to connect with friends and loved ones during special occasions, such as birthdays, weddings and seasonal holidays, but it's easy to get overwhelmed at the prospect of gift giving, especially during tough economic times.

Leave it to the leading luxury chocolatier to come to the rescue.

Godiva is introducing a variety of new products and services that allow shoppers to delight friends and loved ones with luxurious gifts, but without overextending themselves.

- **Personal Shopper, At Your Service.** You no longer need to hire a personal shopper for help in selecting the perfect gifts that fit within your budget. Godiva's Gift Selector Service does all the work for you. This free service makes online shopping even easier, especially for occasions like the winter holidays when you're buying multiple gifts. Simply enter the number of people on your gift list, along with your overall budget or budget per person, including shipping and the service will recommend the perfect gifts to suit any taste and budget. Consumers can access this service by visiting www.Godiva.com/giftfinder.

- **Tasty And Affordable New Treats.** Give the latest new gourmet products that are sure to satisfy even the most discriminating palate. The newest culinary creations have been expertly crafted by a team of chef chocolatiers, who blend the finest ingredients with Godiva's signature chocolate to ensure the perfect balance of taste and texture. The new "Nut & Chocolate Collection" comes packaged in a number of sizes and varieties. The classic gold ballotin assortment, which is also available in a wide array of



Luxurious gifts, such as premium chocolates, don't have to cost a fortune.

price ranges, now showcases three decadent new chocolate ganache pieces, including cinnamon-chocolate, lemon-chocolate and extra-dark chocolate.

- **Sweet Greetings.** A thoughtful way to connect with others during special occasions has always been through greeting cards. But never before have cards been so sweet. Tucked inside the new collection of elegantly designed greeting cards is a decadent Milk Chocolate Bar that allows the card to double as a gift—the perfect way to show appreciation for your mail carrier, babysitter or favorite teacher. Choose from "Happy Birthday," "Thank You," "Winter Holidays" and "All Occasion" versions. Also check out Godiva.com for complimentary fun and interactive e-greeting cards that let you connect with friends and family.

To place an order or find out more about new products and services that meet all of your gift-giving needs, visit www.Godiva.com or call 1-800-9-Godiva.

Godiva's products are also available in Godiva boutiques, specialty stores and department stores nationwide.