

A Life[®] unplugged

FOR IMMEDIATE RELEASE:

***A LIFE WELL READ – MY PERSONAL JOURNEY THROUGH BOOKS®* DEBUTS AS THE HOTTEST NEW GIFT FOR BOOK LOVERS THIS HOLIDAY SEASON**

A Complete Solution for Organizing, Preserving & Sharing Inspiration from Great Books

San Diego, Calif., Oct. 14, 2008 – Book lovers will delight this season when they receive *A Life Well Read – My Personal Journey Through Books®*. Combining the intimacy of a diary and the organization of a Rolodex, *A Life Well Read* is the ideal solution for readers who want to create a personalized record of their book content -- wherever and whenever they can find a moment to pursue their passion for reading.

A Life Well Read is a new product to help readers capture, organize and share their ideas about books, create their own book wish list, remember books they want to give others, and track books on loan to friends. It makes a wonderful holiday gift for book club members, friends, family, co-workers and book lovers of all ages. *A Life Well Read* is the first of a series of products from *A Life Unplugged*, a new company founded by two busy moms to help others rediscover the simple pleasures of life outside the wired world of computers and the Internet.

“We believe *A Life Well Read* is just what readers have been waiting for,” said Debra Schonfeld, co-creator of *A Life Well Read*. “We’ve developed a one-of-a-kind system that helps capture the special moments you experience in the books you read and save them for years to come. It’s the ideal holiday gift for anyone who loves to read.”

An elegant keepsake box shaped like a beautifully-bound book contains a complete set of content journaling and book cataloging accessories, including pre-printed cards for documenting thoughts and impressions, dividers to organize cards into categories such as “My Favorites,” “Books I Want,” “Books on Loan,” full-color gift labels to add a personal touch to gifts of books to others, a set of elegant bookplates to help identify your library and a classic, heavy weight ballpoint pen. It’s the perfect new book accessory to add to your book shelf.

A Life Well Read’s pre-printed cards act as a mobile journal and bookmark, allowing readers to jot down key points and notes no matter where they are. Readers simply take a card from the box, write down the name of the book they are reading and use it to make a permanent record of important pages, ideas, quotes and references while they read. The cards make it easy for readers to organize their library, create book reviews, share recommended book lists and prepare for their book club meetings. *A Life Well Read* creates a delightful legacy to share with friends and family members.

A Life Well Read also makes gift giving a breeze with additional pre-printed cards designed to track books you'd love to give as gifts and beautiful gift labels to add a thoughtful touch to giving.

“With our easy to use system, a single card makes the journey from a wish for a book, to a bookmark, to a forever memento of what you loved about the book – and all without needing to log on to a computer,” said Deborah Razo, co-creator of *A Life Well Read*. “We’ve developed a personalized and practical solution for women to capture the special moments they experience when reading and save these thoughts for years to come.”

Pricing and Availability

Priced at an SRP of \$29.95, *A Life Well Read* is available at www.alifeunplugged.com. Now through October 31, 2008, A Life Unplugged is offering free shipping on all orders.

About D&D Creations

A Life Unplugged (dba D&D Creations) was founded by Debra Schonfeld and Deborah Razo, two busy, working moms, whose vision is to help others reclaim their free time and relax, enjoy, capture and share life’s simple pleasures in the “unplugged” world. *A Life Well Read* is the first of a series of gift products of exceptional beauty, quality and creativity to be launched by *ALifeUnplugged.com* and is a complete solution for book lovers of all ages who wish to preserve, organize and share their personal insights about great books as they “unplug” into the transformational experience of reading.

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