

FOR IMMEDIATE RELEASE:

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D&D Creations Launches Truly New Gift Idea for Book Lovers!

SAN DIEGO, California, July 11, 2008. D&D Creations offers something truly new to millions of book loving customers. A Life Well Read – My Personal Journey Through Books®, D&D's first product, is a beautiful way to keep track of your personal library at home. Easily track key points and favorite quotes for book clubs! Create book wish lists! Never lose track of loaned out books again! Available for only \$29.95 at www.alifeunplugged.com.

D&D's *A Life Well Read* system is designed to harmonize with the book lover's joy of reading. Use the main card (there are 50 in each set) as a bookmark, to jot down notes and key points while you read. Your book and card go with you to your favorite chair, the beach or to bed—anywhere you love to read. No more trying to remember who you've lent your books to - keep track of your book, whether loaned to a friend, or recommended to your Book Club.

Organize your book cards and clippings by pre-printed dividers including My Books, Books I Want, Books On Loan and more. Plus there are 7 blank dividers to further organize the way YOU want.

You can personalize your library with elegant book plates and easily create your own book wish list. No more forgetting that great book recommendation!

Make gift giving a breeze—special cards to track books you'd love to share. Add a personal touch to the gift of books with beautiful full color gift labels.

Hold everything in a keepsake box that fits perfectly on your bookshelf – it even includes a classic pen. It's the perfect gift for book lovers of all ages.

A Life Well Read, is the first in a series of personal journey gifts centered around the concept of Living Unplugged™. Living Unplugged™ is about taking the time to stop, breath and enjoy the present moment. Unplugging is a vital part of life and enjoying what you have. There are so many simple pleasures that we don't always take time to enjoy. A Life Well Read encourages "unplugging" into the world of books.

– more –

For additional information on Living Unplugged, A Life Well Read or D&D Creations, LLC, contact Debra Schonfeld or Deborah Razo or visit www.alifeunplugged.com.

ABOUT D&D CREATIONS, LLC – D&D Creations was founded on the idea of pursuing life’s passions and is dedicated to providing products of exceptional beauty, quality and creativity to assist others in their pursuit. Our passions reflect a return to the simple pleasures in life and it is our hope to spread the message of A Life™ Unplugged to you. Don’t get us wrong – we love technology. We also know there is a time and place to simply “unplug” and relax. It is our mission to encourage you to unplug in the spirit of bringing life’s simple pleasures back.

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