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## **Unique Gift Idea Allows You To Create Your Own Gift Certificate**

**Live lobsters, crab, shrimp, and other seafood delicacies can be combined to form a fun holiday gift idea**

Chicago, IL - December 14, 2005 – Lobster Gram has announced its newest gift idea, the Create-A-Gram gift certificate, just in time for the holidays. The Create-A-Gram gift certificate is a very unique and inventive way to allow all the conveniences of a gift certificate combined with the fun of creating a personally customized gourmet lobster dinner masterpiece.

Recipients of the gift certificate create a dinner full of their favorites, beginning with one of three main course choices of live Maine lobsters, lobster tails, or a steak and seafood combination. This is followed by plentiful clam chowder, lobster bisque, or shrimp and corn chowder, then crab cakes or other seafood cakes and dessert options finish off the meal. Each Create-A-Gram dinner serves at least four people.

“We wanted to continue to offer our customers the luxury of choice and convenience, combined into one Lobster Gram gift certificate,” said Dan Zawacki, owner and founder of Lobster Gram. “Our Create-A-Gram gift idea is a really innovative way of filling a niche in our market, by allowing people to make their dinner exactly the way they like it; this can be a great holiday gift.”

Lobster Gram has also ventured into the world of non-perishable gift ideas with its new Java Gram, New England Gram, and Pasta Gram gift certificates. The **Java Gram** features gourmet, locally roasted coffees, a variety of teas with honey sticks, mini biscotti, and lots of other extras. The **New England Gram** comes packed with an array of New England-themed treats, such as clam chowder and lobster bisque mixes, 100% pure Vermont maple syrup with pancake mix,

lobster lollies and more. The **Pasta Gram** comes well supplied with everything needed to make a gourmet pasta dinner extravaganza.

Lobster Gram's Maine Shore Clambake package was named "Best Value" and "Best Overall" by the Wall Street Journal in 2004, when tested against 4 other competitors in the mail-order lobster industry.

Lobster Gram has been providing great gourmet gifts since its inception in 1987. Starting with its trademark "Lobster Gram Deluxe", and "Lobster Gram" packages, Lobster Gram has grown to be the #1 live lobster gift delivery company in America, with a 40-page catalog and hundreds of gift choices. Known for ocean-fresh, live Maine lobster gifts with all the trimmings, Lobster Gram also has 10 varieties of exotic lobster tails from around the world, tenderly aged gourmet steaks, crab, shrimp, creamy chowders, ready-to-heat lobster appetizers and decadent desserts.

All of Lobster Gram's products, including the Create-A-Gram gift idea, are available at <http://www.LiveLob.com> and through its catalog. To receive a free catalog call Lobster Gram's toll free number at 1-800-LIVE-LOB (1-800-548-3562) or request one at the website.

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