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Three Lobster Oriented Blogs Now Available

Lobster and other seafood recipes along with lobster facts and customer reviews give access to those interested in seafood and other gourmet gifts

Chicago, IL -September 12, 2006 – LobsterGram ®, the leader in live lobster home delivery, gift certificates and gourmet gift ideas, recently began three online blogs delivering recipes, fun lobster facts, and testimonials from its many customers.

The blogs, located at <http://www.blog.livelob.com>, <http://www.lobsterfacts.livelob.com>, and <http://www.testimonials.livelob.com> , give visitors and readers all types of valuable information. The lobster recipe blog also includes recipes for crab, shrimp, chowder, scallops, and other seafood.

"Blogs are becoming one of the fastest ways for us to update our online presence." says Jim Lillig, Director of Business Development for Lobster Gram. "Seafood recipe searches are one of the biggest traffic drivers to our site from search engines, so we decided to make it easier for lobster and seafood lovers to get the recipes via a blog."

The strategy has begun to pay off, with nearly 100 visitors a day frequenting the three blogs. Lobster Gram has been able to convert a significant amount of these visitors into customers. The testimonials blog has been very helpful in shaping first time customers' opinions about customer service and Lobster Gram's product quality. It also has a plethora of endorsements about the gift certificate program being a terrific gift idea for almost anyone.

Lillig says he and his team will continue to support the blogs, and aims at opening more - particularly ones where customers can add their own recipes or post their own stories about the novelty of receiving live lobsters through the mail.

Lobster Gram has been providing great gourmet gift ideas since its inception in 1987. Starting with its trademark “Lobster Gram Deluxe”, and “Lobster Gram” packages, Lobster Gram has grown to become the #1 live lobster gift delivery company in America, with a 40-page catalog and hundreds of gift choices, including the new lineup of gourmet baskets. 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.

To learn more about Lobster Gram and its products, a free catalog is available by calling Lobster Gram’s toll free number at 1-800-LIVE-LOB (1-800-548-3562) or requesting one at the website

<https://www.livelob.com/lobstergram/shop?method=catrequestdisplay>. Lobster Gram also has an E-club with great perks, such as private special offers and discounts, and sneak peeks at new products; the sign-up page for the E-club is at <http://www.livelob.com>.