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## Unique Last Minute Christmas Gift Ideas Attract Orders

**E-Certificates for Live lobsters, steaks, shrimp, desserts and other gourmet treats are a quick and easy Christmas gift idea**

Biddeford, ME – December 11, 2007 – ‘Tis the season for weary shoppers and several inches of new-fallen snow - which help the masses still in need of holiday gifts turn to mail order companies like **Lobster Gram** that can provide holiday gifts in a hurry. Offerings for great last minute gift ideas include E-Certificates, Gift Cards and a wide variety of other gift certificates to fit every budget. Gift Cards and paper certificates can be personalized, and if ordered by 1:00 pm, ET, Dec. 21<sup>st</sup>, and sent via FedEx Priority Air Letter, they are guaranteed to arrive by Christmas. Current specials on its [website](#) feature the [Surf & Turf lobster and steak package](#), and sides like shrimp, chowder and desserts.

“The popularity of [plastic Gift Cards](#) made it clear to us that it was a holiday gift idea that customers were looking for, so we designed one that looks great and can still be personalized with a recipient name and gift message,” said Dan Zawacki, owner and founder of Lobster Gram. “And our E-Certificates work great for the last minute Christmas gift idea, and they can even be delivered right on Christmas Day.”

Gourmet gifts have been on the increase as a popular gift idea in recent years. “With people staying home more, giving a gourmet gift certificate for a complete dinner of lobster, steak or seafood makes the perfect gift for a lot of people.” says Zawacki. If the past 20 years are any measure, Lobster Gram has made live lobster a meal that can be conveniently enjoyed at home anytime.

New Seasonal items featured on the Lobster Gram website:

**Stocking Stuffer Gram** is a new way to present a Lobster Gram gift card. Includes a \$25 Plastic Gift Card with a FREE Larry the Lobster finger puppet and FREE 1<sup>st</sup> Class Mail delivery, for a limited time only.

**Maine Lobster Tails (4-5 oz. size) with FREE Lobster Shears** is a great way to get a taste of Maine's finest lobster tails with the added bonus of heavy duty lobster shears for free, a special offer just for the Holidays.

Lobster Gram has been providing great gourmet gift ideas since its inception in 1987. Starting with its trademark "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 Gourmet Gram 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 1-800-LIVE-LOB (1-800-548-3562) or [requesting one at the website](#). Lobster Gram also has an [E-club](#) with great perks, such as private special offers and discounts, and sneak peeks at new products available for free signup at the website.

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