



## ACORNE ADDS EXHILARATION TO PORTFOLIO

17<sup>th</sup> January 2008: Acorne Ltd today announced the acquisition of the eXhilaration business from the lastminute.com group.

Acorne Ltd is the brand licence holder for Virgin Experience Days and the Virgin Voucher and the addition of the eXhilaration brand to its portfolio follows the successful acquisition of Leisure Vouchers from Whitbread plc in 2007.

Acorne Ltd Managing Director, Paul O'Brien, reinforced his company's commitment to the experience market and assured suppliers and clients it is business as usual:

"I'm delighted to add the eXhilaration brand to our portfolio. It's a great fit with our existing brands and the move underlines Acorne's commitment to the experience market.

"Under the agreement all eXhilaration's Leighton Buzzard based employees have joined Acorne and will work alongside our existing team to grow the eXhilaration brand and work with existing customers, including the contract to supply lastminute.com with experiences."

Tim Bishop, Managing Director of eXhilaration, moves to a new role as Head of Gift Certificates for lastminute.com.

**Ends**

For more information or images please contact Jo Gillow on 01225 830064

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[www.virginexperiencedays.co.uk](http://www.virginexperiencedays.co.uk) [www.leisurevouchers.co.uk](http://www.leisurevouchers.co.uk)

[www.thevirginvoucher.co.uk](http://www.thevirginvoucher.co.uk) [www.exhilaration.co.uk](http://www.exhilaration.co.uk)

**Vouchers managed by Acorne Ltd:**

