

Just Gifts, LLC Introduces its New Eco-Friendly “Keen on Green” Program through its Online Stores at JustPersonalGifts.com, JustMarriedGifts.com, and JustCorporateGifts.com

Just Gifts, a gift industry leader specializing in unique and personal gifts and gift baskets, releases details of its eco-friendly program, engaging consumers to recycle and help the environment through carbon emissions offsets while shopping for holiday gifts.

Las Vegas, NV - November 27, 2007 - Just Gifts, a Nevada-based company specializing in sales of unique and personalized gifts and gift baskets through its online stores, has released the details of “Keen on Green,” the new eco-friendly program targeted at environmentally friendly consumers. Just Gifts was founded by two Southern California entrepreneurs who wanted to bring some of the most unusual and eco-friendly gift ideas to the industry currently lacking in imagination and differentiation. For over two years, Just Gifts has delighted customers with their many choices of gift baskets, filled with aroma-scented candles, luxurious spa and bath products, and creative specialty gift baskets that bring alive the magic and spirit of any relationship, all the while using the highest quality biodegradable packaging and packing materials. Thanks to the different approach that Just Gifts has taken to the gift industry, the company has seen tremendous growth and its products featured on Amazon.com, Shopping.com, Ebay.com, Overstock.com, and numerous other affiliate partner networks.

Just in time for the holidays, Just Gifts is proud to announce that they are the first company in the gift basket industry to offer a competent voluntary recycling program to its customers. In this new “Keen on Green” program, Just Gifts will offer their customers an opportunity to return their wooden basket container using a preprinted label and the box it was originally shipped in, to be recycled by Just Gifts in order to save trees.

Furthermore, to play its part in tackling climate change, Just Gifts has teamed up with [Climate Care](#), a non-profit organization, to offset the greenhouse gas emissions from business operations. Climate Care funds [projects](#) in green energy, energy efficiency and forest restoration around the world to reduce emissions on behalf of numerous companies and individuals around the globe.

Just Gifts has committed to match any return shipping costs incurred by the customer in their effort to recycle gift baskets by a direct and equal contribution to Climate Care, which will help to offset carbon dioxide emissions.

Just Gifts will also reward its customers who participate in the “Keen on Green” program by offering a special coupon and a unique keepsake to be included with their next order.

Says Edward Isarevich, the VP of Operations and co-founder of Just Gifts, "The 'Keen on Green' program positions our company to be the de-facto leader in the gift industry. For one, it significantly increases value for shoppers already looking for gifts or gift baskets by rewarding them to help the environment. In addition, it engages our existing customers and promotes loyalty to our brand. Lastly, it enables Just Gifts to sternly

maintain its mission objectives of being the premier eco-friendly gift company of choice for online consumers. We are certain that through this unique consumer-retailer partnership, we can make our planet a better place for our children."

More About the Company

Just Gifts operates three wholly-owned subsidiaries through its online stores at JustMarriedGifts.com, JustCorporateGifts.com, and JustPersonalGifts.com, each catering to a unique market segment. [Just Married Gifts](http://JustMarriedGifts.com) is a web-based boutique specializing in romantic and intimate gifts for dating and married couples, bringing flare and passion of love and romance into a marketable product that many could relate to and enjoy. Their flagship product, the "[Dangerous Beauty Intimate Gift Basket](http://JustMarriedGifts.com)," has been a hit among consumers shopping for their significant others for Valentine's Day, birthdays, and anniversaries alike. [Just Corporate Gifts](http://JustCorporateGifts.com) is a store specializing in personalized customer appreciation and employee rewards gifts for small- and medium-size businesses. Lastly, [Just Personal Gifts](http://JustPersonalGifts.com) is an online store catering to the general public with its own unique set of personalized and soon-to-be customizable gift baskets. Just Gifts takes great pride in the value it provides to its customers through no-frills customer service, high quality imported and natural products, a free greeting card packaged inside of each gift basket, and an additional free gift enclosed with every order. In addition, some orders qualify for free standard shipping.



Inquiries

For more information about Just Gifts, LLC, its products, the "Keen on Green" program, or to arrange an interview with its principals, please call 877-803-GIFT or e-mail info@justgiftscompany.com.