

**FOR IMMEDIATE RELEASE**

**Another Side of San Diego Tours Launches  
Upscale Tour Services**

*New Upscale Tour Service Makes the Typical Day in San Diego Memorable Forever*

**SAN DIEGO – August 31, 2007** - Tired of the same old San Diego tour? Looking for something more exciting to do in town to make your day memorable? How about a helicopter tour of the coastline, a safari adventure at The Wild Animal Park or a VIP shopping tour of the most exclusive San Diego shopping destinations? That's easy - contact an upscale San Diego adventure concierge at Another Side of San Diego Tours to organize and accompany you at your next special event.

“We take people beyond the typical tourist experience in San Diego. Another Side of San Diego Tours creates experiences far beyond the expected,” said Kenneth Lippman, President at Another Side of San Diego Tours. “We create San Diego adventures that truly make any day in America’s Finest City a day to remember.”

Lippman, a marketing professional that worked with many world-famous attractions, hotels, and destination locations, has the inside contacts necessary to turn a boring trip into an exciting and invigorating adventure of a lifetime.

“We have the contacts to create everything from a unique behind-the-scene animal experience, to a National Forest and State Park tour with a horticulture specialist, to baking a pie in Julian, to swimming with Seal Lions and Sharks” Lippman said. “People just don’t realize how many special things there are to do in San Diego aside from the everyday tourist activities. Even if you are a native San Diegan or if you have lived here for years, we can create a unique tour that would be a whole new adventure for you.”

Another Side of San Diego Tours can function as the entire destination management company, or simply organize and accompany a group on a San Diego adventure. They work with groups big and small, even offering discounts for military and senior citizen adventurers.

“Our company is able to create remarkable adventures based upon any group needs, size, budget and interests,” Lippman said. “Don’t settle for a usual San Diego tour next time, contact your private concierge at Another Side of San Diego Tours to make your San Diego excursion memorable forever.”

For more information on Another Side of San Diego tours, please contact Kenneth Lippman at 619-758-5299 or visit their website at [www.anothersideofsandiegotours.com](http://www.anothersideofsandiegotours.com).

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