

Scottsdale-based Adicia, Inc., hiring An Army of Personal Assistants™ to care for members' everyday needs

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Scottsdale, Ariz. (May 13, 2009) Adicia, Inc., a private members' club with a global concierge service, announced it will locate its corporate offices in Scottsdale and will begin hiring hundreds of personal assistants.

Adicia hands its customers the keys to any city. Whether it's booking travel, music, art, food, drink, hotels, night clubs, spas, restaurants, tickets, ordering gifts or, most importantly, service, an Adicia membership is a passport to Experience a Seamless Life™.

Adicia also handles everyday tasks for its members. They include (for an additional fee) picking up laundry, auto care service for oil changes and detailing and even business functions such as writing or editing documents.

Chief Operating Officer Neal Duncan, a Cave Creek resident and Chief Executive Officer Jason Lee of Gainesville, Fla., partnered to start Adicia. Duncan, former vice president at LifeLock, said Adicia is an off-shoot of the Verona Golf Company, an international golf and country club organization. Lee is a professional poker player who recently made his television debut on Fox Sports *"The Best Damn Poker Show."*

According to Lee, the timing is right for Adicia. Lee said, "In a deeply fragmented market with competitors operating as glorified travel agents, mom and pop errand services, focused on providing services within a single city, or dealing solely with high-end, big ticket services." Lee said, "demand exists for an international, all inclusive service company capable of handling day-to-day needs as well as high-end requests."

Through the establishment and implementation of several competitive advantages, Adicia aims to fulfill this demand. Full-service memberships are \$150 per month or members save \$100 by paying annually, travel only memberships are \$500 per year, while a single request trial membership is only \$50. Volume discounts are offered to corporations. Duncan said, "the daily rate of the annual service is less than a cup of coffee per day."

The personal services industry includes private membership clubs, concierge services, luxury lifestyle programs, errand services, personal shoppers and virtual personal assistants. The industry includes several mature businesses such as driving services, messenger services, grocery delivery and pet care. But Lee said "those companies are limited in their reach."

Initially, Adicia will serve industries such as golf courses, hotels, casinos, luxury car dealerships, medical offices/hospitals and other concierge and personal service companies.

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*Digital photos of Mr. Duncan and Mr. Lee available upon request.