



Valentine's Day Tips

(Houston, TX/February 3, 2007)

Top Ten Most Expensive Valentine's Gifts 2007

Americans dished out a staggering \$13.7 billion last year on Valentine's day, according to the National Retail Federation (NRF). Jim Trippon, CPA and one of America's foremost authorities on the money habits of self-made millionaires, has released his annual list of the most expensive gifts to give your significant other this holiday season.

The NRF said that Americans spent an average of \$100.89 in total last year, up slightly from the previous year's statistics. Given the credit card rates that are often at 24 percent and assuming minimum payments, Trippon says that this year's day of love will cost the average consumer closer to \$1300 when interest and finance charges are included.

"Each year it seems that American's top themselves in spending for Valentines Day," says Trippon, "I think most people forget that this holiday is about expressing your love for one another, not buying extravagant gifts that often produce money arguments the rest of the year."

Here is Trippon's annual top 10 list of the most expensive Valentine's Day gifts for 2007:

(Click on image for product info.)



1. Bombardier Global Express XRS executive jet - \$48 million



2. Phuket private island in Thailand- \$23 million



3. Renee Strausse for the Bride diamond encrusted wedding dress - \$12 million



4. Neil Lane sapphire and diamond necklace and diamond drop earrings - \$2 million



5. Tiffany & Co. 7.5 carat diamond and platinum engagement ring - \$845,000



6. SSC Ultimate Aero sports car - \$654,500



7. Honma 24k gold and platinum plated golf clubs - \$52,938 per set



8. Fendi Pink Crocodile Spy Bag - \$25,700



9. Golf round at Sandy Lane in Barbados - \$1,265



10. Bling h²O Water - \$40 per bottle

Trippon believes that people stay in love when they take the time to become educated about money together.

“Get real and deal with your budget,” says Trippon, “Be honest with each other about your money habits and come up with a plan to spend it as a couple. It will improve your love life!”

Trippon is the author of the Amazon best-seller, *How Millionaires Stay Rich Forever: Retirement planning Secrets of Millionaires and How They Can Work For You* and the upcoming title *Millionaire by 50*.

For Further information or to schedule an interview with Jim Trippon, contact Amal Zaid at 713-661-3806.

The online media center is located at: http://www.trippon.com/val_day07.html.

For more product information:

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| 1. Bombardier Global Express XRS executive jet | http://www.bombardier.com |
| 2. Phuket private island in Thailand | http://www.luxuryrealestate.com/74943 |
| 3. Renee Strausse wedding dress | http://www.reneestrauss.com |
| 4. Neil Lane sapphire and diamond necklace and diamond drop earrings | http://www.neillanejewelry.com |
| 5. Tiffany & Co. 7.5 carat diamond and platinum engagement ring | http://www.tiffany.com |
| 6. SSC Ultimate Aero sports car | http://www.sscautos.com |
| 7. Honma 24k gold and platinum plated golf clubs | http://www.honmagolf.com |
| 8. Fendi Pink Crocodile Spy Bag | http://www.fendi.com |
| 9. Golf round at Sandy Lane in Barbados | http://www.sandylane.com |
| 10. Bling h²O Water | http://www.blingh2o.com |

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Publication Data: How Millionaires Stay Rich Forever: Retirement Planning Secrets of Millionaires and How They Can Work For You – by Jim Trippon, CPA; Published by Bretton Woods Press LLC and distributed by Midpoint Trade Books; February 2004; 254 pages; 21.95; 6x9 Hard Cover; ISBN: 0-9723389-1-8