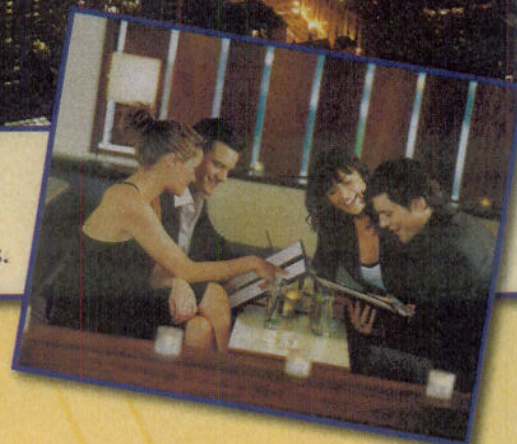


Special Advertising Section

Lifestyle: Chicago

From setting up housekeeping to traveling the open road, enjoying a night on the town or looking forward to a well-earned retirement, life presents many exciting twists and turns.

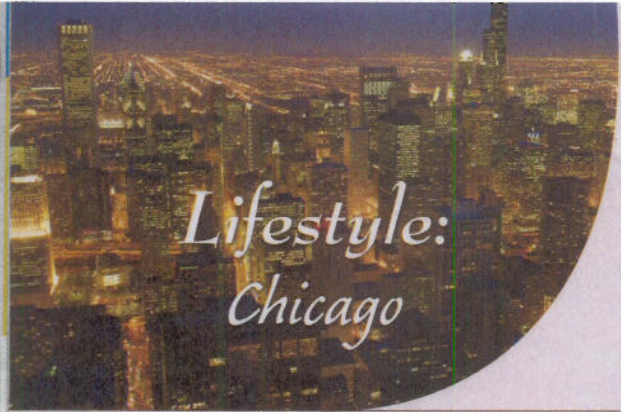


To help make life's adventure more enjoyable, Chicago residents can call upon the area's first-class professionals in many fields. Retailers, designers, artisans and many others offer products and services to help you live the lifestyle you've always wanted and get the most out of each day.

On the following page, you will read about one of the many reasons the Chicago area is a great place to call home. ethel's® chocolate lounge exemplifies 100 percent pure chocolate passion. You can see it in the exquisite finish, detect it in the heady aroma, and taste it in every sumptuous and silky, warm-blended bite. Visit one of their many chocolate lounges.

**Featured
Company:**

ethel's® chocolate
lounge
www.ethelchocolate.com



Lifestyle: Chicago

Special Advertising Section

Surrender Yourself to the Temptation of Chocolate

Experience the Divine Taste of ethel's® chocolate

Perhaps, after a long, hectic day or in the company of a good friend, you have heard the beckoning call of ethel's® chocolate. If you surrendered to the temptation, you may well have come to love ethel's® premium gourmet delights and the casually stylish lounges that bear its name. Voted "Chicago's Best Chocolate" earlier this year by AOL CityGuide users, ethel's® chocolate has earned a loyal following by turning the simple pleasure of eating chocolate into a full-blown sensory experience.

ethel's® chocolate launched its very first "chocolate and chit chat" lounge in 2005, so chocolate lovers could come together and indulge their passion for chocolate—not just on holidays, but every day—in a warm, welcoming atmosphere. Just two years later, there are now 10 ethel's® chocolate lounges throughout Chicagoland, 11 locations in the Las Vegas area, and an online catalog of gourmet treats attracting chocolate aficionados nationwide.

ethel's® chocolate Lounge: The Sweetest Spot Around

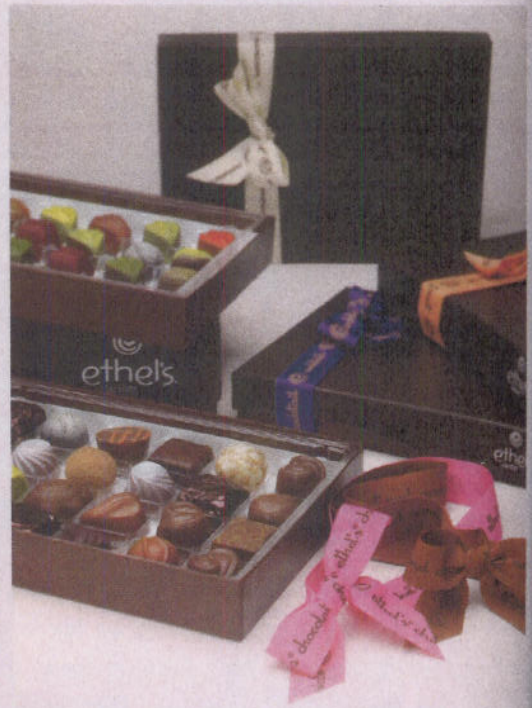
Imaginatively designed and irresistibly inviting, ethel's® chocolate lounge is a feast for the senses. Loyal patrons savor the "chocolate and chit chat" lounge experience: chic décor, soothing ambience, and the sensuous taste and sheer artistry of fine handmade chocolates.

Think of ethel's® chocolate lounge as a "chocolate oasis" where guests can immerse themselves in all things chocolate. They come here to recharge, to escape the daily grind, to socialize or to treat themselves to something wonderful. No matter the occasion, no matter the mood—be it for luscious fondue, cocktail flavors, delicious truffles, or fruit and nut creations—ethel's® chocolate lounge has pure delight in store.

Make It Personal, Make It Yours

At one time or another, most of us have stumbled upon the "mystery middle"—that all-too-familiar section in the box of chocolates that has us guessing, biting and often regretting. ethel's® chocolate stands firmly on the principle that no chocolate lover should have to suffer through the unknown. Its build-your-own chocolate collections feature all natural, preservative-free gourmet chocolates with unique artisan designs and flavors ranging from classic to exotic (peppermint mocha, mojito and coco-mango tango, to name a few), giving buyers the freedom to choose and enjoy every last piece.

ethel's® chocolate also makes it fun to recreate the lounge experience in the comforts of home. ethel's® chocolate fondue sets, along with a wide variety of specialty, seasonal and build-your-own chocolate collections, are available for online purchase. Holiday gift giving, festive get-togethers and sharing with someone special are the moments for which ethel's® chocolate is made.



ethel's® chocolate lounge

10 fabulous locations throughout Chicago:

- Northbridge Mall, Armitage,
- Old Orchard, Michigan Avenue,
- Lakeview, Hinsdale, Riverside,
- Deer Park, Evanston and Naperville.



800-471-0352

www.ethelchocolate.com