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**Real Estate Debacle Spawns Innovative  
San Diego Tour Business**

**SAN DIEGO - January 5, 2008-** “You can let it get you down or you can make something great happen because of it.” That’s what Ken Lippman’s philosophy is about the real estate slow down that took away his job as a mortgage lender with J.P. Morgan Chase last year.

“Let’s face it, it’s a sad thing to go from making a great living to getting that pink slip,” he adds. But Ken, 31, a longtime San Diegan, is not the kind of guy who dwells on the past, and he views this unforeseen life change as a rare opportunity to channel his talents and upbeat personality to make other people very happy. Two months ago he started his best of breed tour company called “Another Side of San Diego Tours”. The company grew out of Ken’s belief that precious vacation time should be spent doing what’s most important to us as individuals and creating lifetime memories. To this end, he offers customized once in a lifetime tour experiences for his clients that focus exclusively on their wants and needs, while providing extraordinary value and service.

“It’s all about the client and their perception of the ideal vacation experience...everyone’s dreams are unique and my goal is to help them realize them through an escape from the ordinary”, Ken adds. Among his favorite guests are those with physical disabilities, families seeking adventure together, and seniors requiring some extra help.

“I love the seniors”, he says, “Their positive can do attitude, energy, and zest for life really inspires me...it’s a privilege to show them our city!”, he adds.

Family friendly and geared to groups who want to go beyond the ordinary, “one size fits all tour”, Ken and his experienced and caring staff love to see their guests pampered in every possible way, right down to the tours’ top notch food and beverage offerings.

Among the most popular tours offered by Another Side of San Diego Tours is the fabulous Segway ride tour through the famed Gaslamp District, downtown, bay front or Balboa Park. This innovative “ride of the future” makes walking obsolete and the ability to glide easily and see and do much more, creates the ultimate tour experience.

Some of the amazing tours his clients have helped to create include behind the scenes tours of the San Diego Zoo, whale watching on a Navy Seal craft, apple pie baking tour in Julian, dune buggy and desert tours, Legoland luxury tours, hot air ballooning, snorkeling and surfing. Almost anything can be arranged for a discerning client with a dream.

Ken relishes meeting new clients and hearing their dreams of the perfect vacation in San Diego...just so he can have the opportunity for them to be fulfilled! Whether it’s a romantic wedding in the sky, a young family out for a day of adventure together, or seniors realizing a lifelong dream, every client at Another Side of San Diego Tours can expect a superb experience focused on them alone with our magnificent jewel of a city as the backdrop.

Another Side Of San Diego Tours, is located conveniently at 739 4<sup>th</sup> Avenue, Suite 202 and can be reached by phone at 619-758-5299. Be sure to visit their websites at [www.anothersideofsandiegotours.com](http://www.anothersideofsandiegotours.com) and [www.gaslampsegway.com](http://www.gaslampsegway.com) . Email Ken Lippman directly at [ken@asosdt.com](mailto:ken@asosdt.com)