

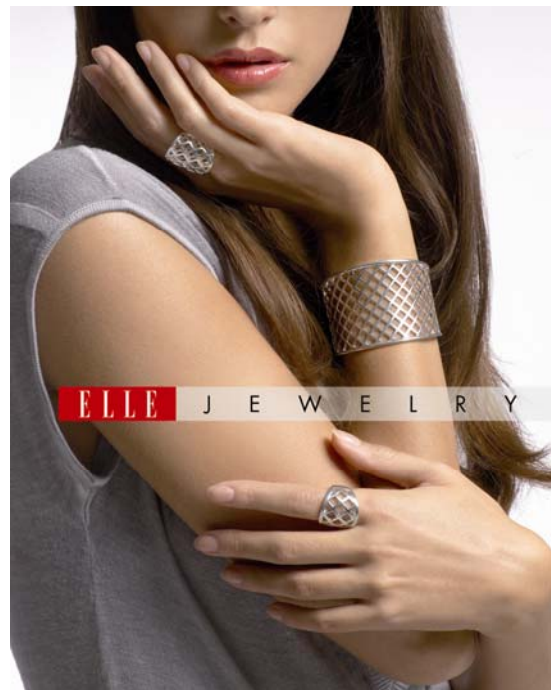
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ELLE Jewelry a Finalist in 2008 Jewelers Choice Awards

Dallas, Texas, May 2008 – ELLE Jewelry's double layered ring from the Networks collection is named a finalist in the first ever Jewelers Choice Awards for Best Ring Design—\$2,500 and under. The strength of this open work collection lies in its simple, geometric design, prompting it to be featured as ELLE Jewelry's Spring 2008 national ad campaign.

Created by *Jeweler's Circular Keystone* (JCK), the jewelry industry's leading trade publication and authority, the Jewelers Choice Awards is a design competition honoring jewelry designers and manufacturers for the best designs of the year. A total of 430 jewelry and watch designs were submitted for award consideration in 10 product categories, and more than 11,000 votes were cast exclusively by jewelry retailers nationwide.



Brands 88, Inc. is an affiliate of PAJ Group, which has more than 30 years of experience designing, manufacturing, and distributing jewelry worldwide. Brands 88's initiative is to acquire, promote, and design branded lines of jewelry, watches, and accessories.

The **ELLE Jewelry** Collection is a brand extension to the largest fashion publication in the world, *ELLE* Magazine. ELLE Jewelry is a high polished sterling silver collection often complemented with colorful gemstones. ELLE Jewelry's genuine signature ruby logo can be found on each piece, representing a woman's inner strength and beauty.

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