



FOR IMMEDIATE RELEASE:

**Jewels by Park Lane Catalog Awarded Best of Category**

Schaumburg, IL – April 22, 2008 – The Printing Industries of America (PIA) selected the 2008 Jewels by Park Lane Catalog, printed by the RR Donnelley facility in Hillside, IL for two awards in their annual printing competition. Out of the 400 entries submitted by printing plants in the Illinois/Indiana Region, the Jewels by Park Lane catalog was rewarded with an Award of Excellence and a Best of Category award. Awards in this competition range from Certificate of Merit, Award of Excellence, Best of Division, to Best of Category. Two entries are also selected as Best in State.

The Jewels by Park Lane catalog will now be entered in the national PIA Premier Print Awards competition, better known as “The Benny’s”. This competition will include entries from 20 regions across the country, with the results from this competition being announced in June. Judging this competition will be distinguished members of the printing industry.

Matt Larsen, the Plant Manager of Hillside, said “Hillside is very proud of its relationship with Jewels by Park Lane. The graphic designers and those who

picked the materials we used really gave us something special to work with. We are proud to be on their team.”

Jewels by Park Lane, is a family-owned direct sales company headquartered in Schaumburg, IL. Selling high-quality fashion jewelry since 1955, has made it one of the most admired and trusted direct sales companies in the industry. While known for the unconditional guarantee on its products and for its no product buy-in, Park Lane’s independent sales consultants rank among the most successful in the industry.

Barbara Borchert  
Sales and Marketing Manager  
Jewels by Park Lane  
100 East Commerce Drive  
Schaumburg, IL 60173  
Phone: 847-884-6599  
Fax: 847-884-9998  
[barbara.borchert@jbpl.org](mailto:barbara.borchert@jbpl.org)  
[www.jewelsbyparklane.com](http://www.jewelsbyparklane.com)

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