



FOR IMMEDIATE RELEASE:

**MISS NEVADA WELCOMES JEWELS BY PARK LANE**

Schaumburg, IL – Feb. 15, 2008 – Miss Nevada 2007, Caleche Manos, will be on hand during the annual Jewels by Park Lane convention at the Paris Hotel in Las Vegas on Feb. 15 and 16, 2008, to welcome over 1600 Park Lane representatives from across the country. Jewels by Park Lane will be honoring its representatives for their outstanding performance over the past year by presenting many awards including jewelry and cash, previewing new product, and announcing new contests.

Jewels by Park Lane sponsored Miss Nevada and provided the jewelry worn by Ms. Manos during the Miss America competition in January. Jewels by Park Lane will continue to sponsor Miss Nevada as she has also selected jewelry from the extensive Jewels by Park Lane collection to wear during her reign as Miss Nevada.

Miss Nevada, Caleche Manos, was announced as the Quality of Life Award winner during the 2008 Miss America ceremonies. She was recognized for her work with "MADD and the Prevention of Drinking and Driving" and will receive a \$6,000 scholarship. When she was just 17, Ms. Manos, lost her only brother to a tragic drunk driving accident. To learn to deal with her pain and loss, Caleche became involved with MADD, which provided the bereavement support she desperately needed.

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. Jewels by Park Lane was selected as a featured company by *Empowering Women* Magazine in 2007. The company was selected based on its unique beginning, longevity in a very fluid industry, family ownership and operation, marketplace reputation, and high quality of product and services.

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